

The Billboard

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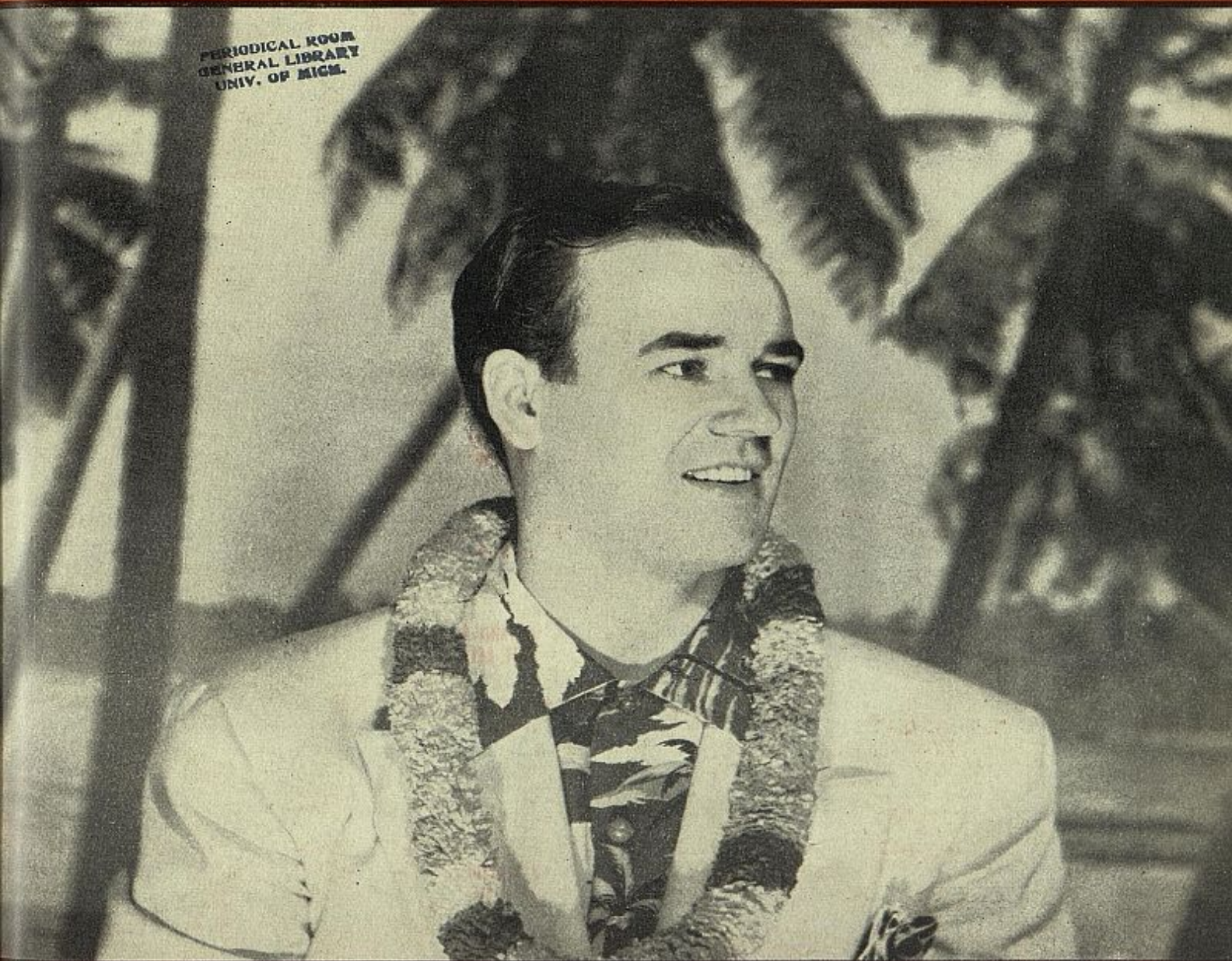
The World's Foremost Amusement Weekly

June 8, 1940

15 Cents

Vol. 52. No. 23

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PAUL PAGE
and His Paradise Music

Are there New Fields for Acts, Attractions, Shows and Orchestras?

The Billboard knows there are—and will publish a Special Talent Section to prove it!



THE swing towards more modern entertainment at Fairs, Parks, Celebrations, and on Carnivals and Circuses has created a definite demand for a more varied line of attractions, opening many new fields and markets for talent.

The results of a recent survey show the need of a directory or reference book that will enable buyers to select the acts and attractions they feel will help them to present outstanding programs and draw large crowds.

The Billboard has decided to enlarge and improve upon its

Annual Outdoor Talent Section published in the Summer Special and make it the point of contact between buyer and entertainer. Executives and program directors will then have something to draw upon for ideas, suggestions and selections. This year the Third Annual Edition will have a 2-color cover of its own—a magazine within a magazine. Don't fail to get a copy.

Acts and attractions of all kinds are invited to inquire for more details and information. Help this Talent Section to open up new and productive fields. Write The Billboard, Professional Promotion Department, Cincinnati, O.

These and Other Talent Buyers Express Their Thoughts!

Outstanding Personalities in the Outdoor Fields have contributed interesting and informative articles for the Section



"PRESENT A BALANCED SHOW"

by Frank H. Kingman
Manager
Brockton Agri. Society
Brockton, Mass.

Should name bands replace other types of attractions at the grand stand? Mr. Kingman believes name acts and girl lines are needed to balance the program.



"NAME BANDS IN DEMAND"

by Ethel Murray Simonds
Manager
Oklahoma Free State Fair
Muskogee, Okla.

Name bands popular as well as profitable in Muskogee, but each fair has its own problems, says Miss Simonds.



"ENTERTAINMENT NECESSARY"

by Samuel S. Lewis
President
York Inter-State Fair
York, Pa.

The horse and buggy days are gone—so are old fair operation methods. Entertainment is the keynote of today's fair successes, according to Mr. Lewis.



"FREE ACTS AND THE PRESS"

by Harry J. Batt
President
Pontchartrain Beach
New Orleans, La.

What part does publicity play in free act promotion? Mr. Batt refers to free acts and the press as a pair of aces hard to beat.



"GRANDSTAND ACTS VS. FREE ACTS"

by Mike Benton
President
Southeastern Fair
Atlanta, Ga.

Should admission be charged for the Grandstand Show? Does a free grand stand help the general fair attendance? Mr. Benton gives both sides of this problem.



"JUSTIFYING THE GATE"

by Rex D. Billings
Manager, Belmont Park
Montreal, Canada

Do Free Acts in Parks pay? The type of act used very often answers this question, according to Mr. Billings, who reveals the fact that choice of attractions is important.



"FREE ACTS DRAW THE PEOPLE"

by E. Lawrence Phillips
Owner
Johnny J. Jones Exposition
Glittering lights, showy fronts and bullyhoo not enough to attract a public that insists upon getting its money's worth. Mr. Phillips believes in providing the much-needed extra stimulant of free attractions.



"FREE ATTRACTIONS—A GREAT ASSET"

by Mel Sober
Chairman
Volunteer Firemen's
Committee

Thrilling programs of free attractions are needed to attract crowds, but, says Mr. Sober, advertise them so the public will know what is being offered.



"FREE ACTS NEEDED!"

by Max Linderman
General Manager
World of Mirth Shows

Is the added cost of free Acts justified? Will not all "Free Acts" serve as the magnetic wand to increase midway attendance? Mr. Linderman points out the various requirements.

The Billboard

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PROMOTION PAYING OFF

Colin Surveys Road For CBS Legit Plan; Okeh Still Needed

NEW YORK, June 1.—Possible extension of the Columbia Broadcasting System into legit via road companies has been assigned to Ralph P. Colin, general counsel for CBS, as subject of survey, Colin says. The project has not been definitely decided upon by CBS or its subsidiary, the concert bureau, and until they okeh it, it cannot be viewed as a certainty, Colin said. He added that his survey might even indicate that the whole plan is not expedient.

Before the matter will be considered for adoption, according to Colin, he will have to investigate the terms and conditions of the theatrical unions involved in road productions. He said he had yet to communicate with the American Federation of Musicians, Actors' Equity Association, the International Alliance of Theatrical Stage Employees (stagehands and treasurers), scenic designers and press agents. Before he is thru he will also have to survey road territory to see how much traffic it will bear. It may be, he explained, that he will find the road unfavorable, adding that the venture is still so nebulous that CBS has not even made plans for administering it.

Plan for which he is making the survey is to route legit shows over the circuit built up by the concert bureau. CBS would finance the production under the guidance of original producers who would be guaranteed an income based on grosses set according to the figures surveyed in the concert field. Shows would be on a six-a-week basis with box office top reaching \$2.20.

Scholibo Handling Ducats For Hollywood Pageant

HOUSTON, June 1.—Joe S. Scholibo, former carnival general agent and press representative, has been engaged by World & Tubery, Inc., to take charge of admissions for the one-night engagement of the Hollywood Motion Picture Electrical Pageant at Rice Institute Stadium June 22 under auspices of the Elks' 1940 Convention Corp.

The outdoor spec is being brought here from the Shrine National Ceremonial at Memphis, Tenn., and after the Houston stay will be returned to Los Angeles. Several film stars are expected to make their appearance at the Houston show. Scholibo reports a heavy advance sale.

Reis Report Seeks Lowering of Four A's \$700,000 Yearly Nut

NEW YORK, June 1.—Cost of operation of all the branches and the International body of the Associated Actors and Artistes of America is approximately \$700,000 a year, with the parent body's costs being kept up by extra per capita taxes on the more solvent branches. These assessments expire in June, and as yet no provisions have been made for raising the necessary moneys. These revelations are included in the Reis report on plans for one big union among actors, but at some of the branch unions have yet to read about it in the original text, the scarcity of copies having yet to be made up.

Anticipating objections to the plan from those unions which have fat treasuries, the plan recommends that instead of dumping their coveted moneys into a melting pot the groups place their balance in escrow for two years and

War Jitters Hit Clubs

NEW YORK, June 1.—Head writers and managers of night spots have discovered that war jitters are affecting night club spenders.

Many patrons make reservations early in the day only to cancel them later and then call up again to reserve a table. Others will call for a reservation only to be informed that they have already made sure of a place.

Since the beginning of the violent stages of the war night club business has fallen off as high as 60 per cent. An important exception is the Diamond Horseshoe, which has been doing a capacity business since the new show opened.

Amusement Tax At 30 Cents Is Proposed in Wash.

WASHINGTON, June 1.—Fund raising for armaments now being considered by Congress will include a broadening of taxes now posted on luxury items, including the theater. At present, however, legitimate theater will be in no way affected, nor will any amusement now collecting the federal tax on admissions be hit. Plan unfolded by Congressional and Treasury chiefs will lower present exemptions so that all amusement admissions priced 31 cents or above will face the 10 per cent levy.

Hardest hit will be the movie houses, which have been charging the minimum 40 cents for tickets. It is believed here that the average admission price to nation's movie houses is 35 cents and by lowering the exemption a tax will be collected on almost every movie ticket in the country.

The plan is expected to raise little more than \$2,000,000 above current collections. Despite this comparatively small return, it is said here that every bit helps. The bulk of the necessary money is expected to come from levies upon the income tax structures. Other items now included in the excise tax brackets which include cosmetics, radios, furs and other commodities considered as luxuries are scheduled to be hit much harder, it was said.

give the plan a trial. If they are in good faith, they have nothing to lose, for if the plan does not pan out they can still get their money.

It is possible, even under the proposed plan, that the current retinue of officials might even be retained during this two-year trial. Even so, it is figured still the economies would mount close to the \$100,000 mark. In provisions for a sliding scale of dues there is room for yearly adjustment, so that if an actor has a lean year he can return to the minimum class.

One appraisal of the plan declared, however, that Reis had not eliminated the possibility of politics. Success of the one big union, it was said, would depend upon good faith and thoroughgoing spirit of co-operativeness on all executives.

Acts, Units Find Plenty Theater Time If They Dig Hard Enough

Thirty weeks for units nothing unusual, if proper promotion is used—houses must be sold—Bowes units and Lewis show have opened up plenty extra territory

NEW YORK, June 1.—Vaudeville, in the form of units and attractions, is still very much alive, and producers and acts are around who can prove it. The field is active only for those who are determined to find it so, however, for no longer do bookings materialize from thin air and no longer can the average act afford to be independent. Prominent in today's flesh picture, more than anything else, is the art of promotion. Whether it be a single act of a 70-people show, the attraction must go out and sell it every minute. Dates must be found, and house managers must be shown that flesh can be operated on a paying basis. This has been done on a wholesale scale by the Major Bowes units, which reopened the doors of movie houses to vaude, and it is being done on a smaller scale by veteran unit producers and smartly agented acts determined to find a livelihood in theater dates ranging from one performance to a fortnight.

The theater manager who has been doing business exclusively with Hollywood these last few years doesn't have a thing against flesh if shown how he can make some money with regular, frequent or occasional combo bills. And that is where the flesh-minded producer and agent come in. They shape units that have highly exploitative possibilities and arrange contracts which give the employer a fighting chance to come out in the black.

30 Weeks for Units

Unit producers like George Choos, Al Bords, Nick Bolla and Sam Roberts, A. B. Marcus, Antonio Scibilia, Harry Rogers and Harry Clark, among others, are still devoting most of their time to vaude units and find as many as 30 weeks of theater dates from Coast to Coast. To meet business conditions and a variety of budgets, the units are often augmented or reduced in order to play

(See THEATER TIME on page 17)

AFRA Snubs TA Benefit Control, Too

NEW YORK, June 1.—American Federation of Radio Artists joined two sister unions in the walk-out on Theater Authority, in an effort to regulate the field of benefits more rigidly than has been done by TA. Hereafter, radio performers must get the okay to appear in a benefit from AFRA even if such decision runs counter to that of TA.

In benefits on the air AFRA has complete jurisdiction, the union explained, in view of its contracts with the stations. If AFRA members are approached to appear in club or organizational benefits which are not broadcast, they still must get the approval of AFRA. AFRA will not approve any benefit which has not been cleared thru Theater Authority, but it reserves the final say over the appearance of its membership even at such approved benefits. The American Guild of Variety Artists and American Guild of Musical Artists have already taken similar measures.

When asked to comment on this wholesale exodus of unions from Theater Authority, Alan Corelli, TA executive secretary, said he had no comment, but that the matter would probably be taken up at the next board meeting, June 6.

Camden Airport May Be Turned Into Show Center

CAMDEN, N. J., June 1.—Closing of Central Airport July 1 gives rise to rumors that the site will be transformed into a giant amusement center. Owners of the field are reported to have invested \$5,000,000. The surrounding area has many roadhouses, night clubs and places catering to crowds visiting the airport.

J. William Markelm, of Markelm, Chalmers & Ludington, owners of the 212-acre tract, disclosed that among other (See CAMDEN AIRPORT on page 63)

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Name Bands Highlight Holiday Bills at Atlantic City Piers

ATLANTIC CITY, June 1.—While the weather man was out of tune for the Memorial Day inaugurations for the Steel Pier and Hamid's Million-Dollar Pier summer season, both resort centers placed emphasis on the appeal in the nationally known music-makers. And that the harmony was all wet as far as the box office was concerned must of necessity be blamed on Jupiter Pluvius.

Hamid's pier had the most ambitious band schedule for its mammoth Ballroom of States. Splitting the honors between the two band stands on Thurs-

day (30) were Phil Spitalny and his Hour of Charm all-girl gang of 20, a thrill to behold as well as to dance to, and Teddy Powell's swingy rhythms. For Friday (31) Eddy Morgan's music held forth alone. Saturday (1) brought in Jan Savitt for another session of sparkling swing, and tomorrow (2) provisions for the Clem Williams dance incentives. Bands played for both afternoon and evening dancing, performances marred only by the scarcity of steppers.

At the pier's intimate Rex Theater, Dr. Irving and his Miracles of Magic provide plenty of fun and excitement six times daily. Show runs an hour, Dr. Irving pointing to please the youngsters and oldsters as well with a series of magical illusions. He also features Princess Yvonne for amazing mental telepathy excitement, and the same routine is repeated by the more amazing Baby Yvonne, nine years old.

Other Hamid attractions for the holiday week-end included Phillips' Revue, dancing school juves, at the Greek (Name Bands at A. C. Piers on page 23)

Party for Race Horse in Nitery Tops B.O. Record

BOSTON, June 1.—The largest crowd ever seen in a local nitery jammed the Coconut Grove Tuesday (28) for a party in honor of Brass Monkey, New England's favorite race horse. At one time more than 650 persons were in the Grove, which under normal conditions has a capacity of 625.

The festivities were aired over WAAB, Mutual, with tuff announcer Ralph (Babe) Rubenstein describing the Monkey's last winning start. Just as Rubenstein recounted how the horses rounded the turn and Brass Monkey started to make his bid, the horse was led on the dance floor by two swipes. He was fed from a large platter and was presented with a blanket by the Grove. High spot of the evening came when Brass Monkey forgot where he was, inconveniencing the waiters to some extent.

Mickey Alpert, Grove maestro, thought up the stunt and no advertising was used. Party was mentioned by columnists George Clarke and George Holland, but otherwise received no publicity. Turnout far exceeded the best New Year's Eve in history, despite an additional \$2 minimum assessed for the evening.

PAUL PAGE

(This Week's Cover Subject)

PAUL PAGE, known to his Alaskan listeners as the "North Star of the Air," is a six-foot-two handsome baritone, and in his short career as a band leader has won for himself a wide following in his interpretation of Hawaiian music with a modern lift.

Page, who struggled for years with a small band in Juneau, Alaska, broadcasting over Station KINY, was greatly encouraged by friends, admirers and travelers to hit the "Great Outside" (as the rest of the United States is known in Alaska) where he would be sure to make the big time. Some three years ago he made the break, and since then has been heard over NBC—only as a singer and piano player, however.

Late last summer Ait Weems, of General Amusement Corp., which now manages the band, urged him to build an ark around himself and his Hawaiian style of music. The South Sea Island night clubs, becoming a popular trend in modern music, were an encouraging sign, so he followed Weems' urging.

It is odd to note that an Alaskan should favor the music of the tropics, but Page found that the island songs were complimentary to his style of singing, so he stuck to that, and from the results he has shown since last summer he has won out.

A decided aid to his success is the fact that he surrounded himself with a youthful organization (he's only 29 himself) who were willing to work just as hard as himself to build the organization into a successful entity. Featured with him are the Starr Sisters (vocal trio) and Bill Devano Osborne on the steel guitar.

He has been frequently heard over Station WLW and is now concluding an engagement at the Trocadero Club, Wichita, Kan.

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Thru Sugar's Domino

IT MIGHT continue to chug and sputter for a while, but to all practical purposes the Theater Authority is dead. The knockout blow was delivered by AOGVA, AGMA and AFRA when they recently assumed control over benefits insofar as their members are concerned. Being deprived of its police arm, Theater Authority is akin to a king without an army. This is both good and bad news combined. It is good news because actors have finally decided thru three of their leading unions to do something about curbing benefits instead of depending upon a body that has failed almost since its inception to carry out the purposes for which it was organized. It is bad news because it marks another failure on the part of the actor to regulate his own affairs.

The action taken by the three unions

is a promise; the wide gap still exists between promise and performance. These organizations have yet to prove that they can do a better job than TA. That their intentions are good, that they are determined to curb benefits rather than nourish them—of these things there seems to be no doubt at this time.

It is too bad indeed that TA has failed miserably to reach its goal. The actor cannot say that he has not been warned from time to time that TA is nourishing the cancer sore known as benefits rather than taking steps to exterminate it. We are more hopeful about the future of actor unions when we consider the latest step taken by the variety, music and radio groups. It is quite evident that a progressive movement is stirring within the ranks and that this movement will not only have some effect on putting an end once and for all to benefits as a major problem but will also push thru reforms that will make the present muddled and unwholesome union situation a frightful memory—if the protagonists of the movement are given half a chance by their fickle and apathetic colleagues belonging to the rank and file.

To get back to the TA and its demise. When this benefit regulation body was formed there was no doubt at all about its objective. It was clearly understood and widely publicized that benefits were ruining employment opportunities for the large and small fry in the acting profession. It was agreed that something had to be done about it, and the formation of TA was pointed to as the answer to the harassed actor's prayers. Those of us who were closely aligned with the campaign to curb benefits before the TA was formed were given to understand that the TA would play no part whatever in promoting the cause of specific benefits, regardless of their worthiness; that it would make impossible the running of phony benefits and that it would concern itself exclusively, so far as the actor is concerned, with extracting from benefits that it would reluctantly permit to be put on a share of the proceeds for distribution among actors' charities. That's all there was to be to it. The TA's course was very clearly marked, but the years that have passed since 1933 have wrought havoc with the TA's objectives. The organization as it is today—or at least was until the three unions walked out on it—is far different than the one that was formed by men and women who were fed up with benefits and were combining forces to cut this cancer out of the body of show business. TA has boasted that it has driven the out-and-out crooks out of the benefits business. It might interest our readers to know or at least to be reminded that the known crooks were driven out by the crusading efforts of The Billboard linked up with the New York County District Attorney's Office and various magistrates friendly to show business and its people. And the dirtiest part of this job was done before the formation of TA. And whatever has been done since was not accomplished by the TA.

The TA has not failed entirely to justify its existence. It has on many occasions altered plans of committees bent on running benefits, switching these functions into club dates for actors who needed and still need work badly. But this constructive effort has extracted too great a toll to make it worth while. TA has dignified benefits rather than discouraged them, which we again remind our readers was and should always have remained its objective. Its officials gave far too much co-operation to benefit sponsors, going so far as to help with routing of shows, supplying addresses of actors, helping line up these actors with all varieties of horse trading and cajoling. Its officials occupied places on committees that ran benefits, this in itself being as objectionable in spirit and effect as the Police Commissioner of New York helping gunmen run a ball to raise bail for one of their incarcerated cronies.

Now that the unions have started with a bang on their drive to put benefit regulation back into their own hands in (See SUGAR'S DOMINO on page 23)

World's Fair Reviews

Additional News in World's Fair Department

Railroads on Parade

(25-55 cents)

The Eastern Railroad Principals' Conference presents a drama of transport written and produced by Edward Hungerford; music by Kurt Weill; staged by Charles Alan; scenery and costumes by Harry Horner; orchestra and chorus directed by Dr. Isaac Van Grove; technical director, Gilbert H. Knies; stage director, Ferrin G. Somers; stage manager, Arthur Mayberry; Ellen Love and John O'Shaughnessy, narrators; principals, Jack Gilchrist, Robert Harrison, Charles Keane, John Morley, Michael Owen, singers, Adelaide Abbott, Ray Dedals, Fred Kubely, William Marel, Richard Norman, Edward Ramon, Rufus Smith, William Wahler, Don Wallingford, Earl Weatherford; ensemble of 77; locomotive crew of 11; riders and drivers, Oscar Lowande, Arthur Leonard, Jack Jordan, Theodore Gallup, Joseph Faircloth. Synchronizers in sound room, Charles Olcott, Don Lechner, Robert Lynn.

The 1940 edition of this pageant of railroad progress is still the sock entertainment despite alterations that have trimmed the weekly nut from \$21,600 to \$14,000 and cut personnel from 400 to 300. There'll be some who'll miss last year's ballet sequences, but the addition of three new scenes, use of folk tunes to augment the musical score, and other new pieces of business more than make up the difference. Result is a tighter knit, faster-moving 58-minute spec that does an effective job of selling the importance of the railroad industry to the public by recounting historical incidents in which the railroad played the featured role. Spec should have little trouble topping last year's gross which was second only to Aquacade.

New scenes include *The Gold Rush*, which depicts the bawdy days of Sacramento in the late '50s; *Mr. Lincoln Returns*, picturing the historic funeral train, and *Twenty Years Afterward*, recounting a cross-section of life at a country station in the '90s, in which tandem bicycles, early automobiles and even an old-time fire engine are brought in. Just by way of showing how roomy a roomette is on the modern Pullman, a shapely blonde pulls offstage in the next-to-closing scene. A neat bit done in good taste that clicked solidly.

Show is being presented four times daily. Four thousand seats are tabbed at 25 cents with 200-odd reserves at 55. Thirty-piece orchestra and a chorus of 10 now work in the grand stand instead of under it like last year. Performers still do their bits in pantomime with actors in the sound room beneath the stands

synchronizing voice with action in a surprisingly accurate manner. Personnel numbers 300, including performers, orchestra, chorus, front door man, etc. All-Equity cast totals 70 men and 38 women. (See Railroads on Parade on page 30)

Jack Sheridan's Living Magazine Covers

(25 cents)

Artist Sheridan resumes with this seven-minute showing six undraped girls in cover-like poses. Titles are *Variete*, *Bride of Tomorrow*, *Hobby Horse*, *Buccaneer*, *Eki Trail* and *Romantic Life*. While one posture is being shown other frames is dressed. It's well lighted and well produced generally and music, which is canned, gives out waltzes. Bally is via a glass octagonal setting slot in which a girl is shown at a dressing table, a good crowd-stopper for talkers Johnny Baker and Red Marcus. This is the 40-a-day circuit and figures to do well in its location opposite Gay New Orleans Village. Stanley Richards is the manager and press agent. Leonard Traube.

Billy Rose's Aquacade

First time at Golden Gate International Exposition and presented in the Aquacade Building, seating about 7,000. Produced by John Murray Anderson and featuring Johnny Weissmuller, Esther Williams, Gertrude Ederle, Meeton Downey, Marshall Wayne, Fred Waring's Glee Club, and Vincent Travers Orchestra. Admission scale, 40, 75 and 99 cents, with children 25 cents. Shows at 3, 7, and 9. Saturday, Sunday and holidays, 2:30, 4:30, 7 and 9.

Billy Rose's Aquacade is everything that advance notices said it would be. It is not like anything that San Francisco has ever seen. Half swimming exhibit, half Broadway revue, it is a superb and glamorous show that no visitor to Treasure Island is likely to miss.

Gertrude Ederle swims across the tank in a capsule exhibition of her English Channel feat. Esther Williams, who not only swims beautifully, but looks beautiful, and Johnny Weissmuller indulge in a water duet that is extraordinary. And to add good measure to good measure, the tenor voice of Morton Downey fills the big building. For added enjoyment the "flypaper" acrobats, Walter Dare Wahl and Johnny Trams, in their famous acrobatic imbroglio, draw rounds of applause.

But the non-sequence features of the Aquacade are just as excellent. John Murray Anderson has staged the thing with a blithe disregard for cost. Costumes of dancers are lavish and the silver staircase for the patriotic finale is evidence of Rose's uninguardly sense of showmanship.

Apparently much like the New York set-up, the setting is in a complete huge tank surrounded by a wide runway usually full of pretty girl dancers and statuette-like showgirls. There are specialty acts (See Billy Rose's Aquacade on page 30)

Banquet Promotion Pulls Steady Trade for Palumbo's in Philly

PHILADELPHIA, June 1.—While the average big-scale niter, continually keeps its hooks out for the transient spender, Frank Palumbo's Cafe has hit upon a steady source of patronage not dependent on transients, Palumbo, since taking over the operation of this Latin Quarter theater-restaurant, which has been in constant operation by the Palumbo family since 1884, has developed a highly specialized banquet department.

Running the department is Earl Corwell. An active list of 50,000 names is on file. Cards requesting the patron's birthday are always on the tables, likewise picture postal cards which the management mails free, both stunts adding names to the list continually. Every two weeks a new and original mailing piece is sent to the list. Birthday and wedding anniversary gift or cards are sent to all available names.

Events-of-the-day columns in the dailies are diligently scanned each day, and memos made to contact banquet chairmen for subsequent affairs. Banquet chairmen are invited to spend an evening at Palumbo's as guests of the management. Regular patrons are continually solicited for names of banquet chairmen in their own firms, clubs, lodges, societies and evening bowling leagues.

Palumbo's extensive ads are carried

under the listings of marriage licenses, with copy selling the spot for the shower or wedding breakfast. The sports pages carry insertions plugging bowling league and testimonial dinner ideas. The idea of employer-employee shindigs is stressed in copy on the business and financial pages, as well as ads designed to sell sales-contest dinners.

Motion pictures (16 mm.) are made of outstanding banquets and parties held at Palumbo's. Sales representatives, when calling on prospective committees, carry portable projectors and run the films off for them. A house photographer makes group shots of every party; the original is kept in the banquet office while a blow-up is sent to the organization gratis. Likewise, a congratulatory telegram is sent to each party and a special cake donated to adorn the table.

A large bulletin board at the entrance welcomes each guest as well as group by name. A large electric sign over the head table carries the name of the sponsoring organization. Small table signs are also used. A sign painter is on the regular pay roll, with the shop on the premises.

Once the affair is set, publicity man Milt Shapiro contacts the dailies for listing of the affairs and story and picture angles for features. Bowling leagues make Palumbo's a must for their parties, since Palumbo awards prizes to winners in nearly all of the industrial leagues. Ray Kohlman, formerly of the Ambassador Hotel, Atlantic City, is in charge of the bowling banquet department.

Palumbo has found it good business to be a joiner, belonging to about 50 local civic, social and fraternal organizations.

The merchandising for banquets is carried to the nth degree. Even the desk blotters used at the marriage license bureaus here and in Camden, N. J., are Palumbo's.

AGVA Signs White Unit; Gets More From Other Unions

NEW YORK, June 1.—The American Guild of Variety Artists, thru Vic Connors, its San Francisco representative, has signed an agreement with George White covering the condensed version of his Scandals. Agreement will be in effect so long as it is on the road as a vaude unit. Pact calls for a \$40-a-week minimum and 23 performances for chorus girls, plus \$1 for each extra performance.

Show, following its date at the Golden Gate, San Francisco, will head East. It features Ben Blue and Ella Logan.

AGVA received another loan of \$4,000 from Equity and the Screen Actors' Guild this week, representing a second installment of its request for \$12,500. Earlier, AGVA received \$5,000.

The New York local is advising its members to report all requests for public auditions prior to performance time. Union is attempting to curb the free audition practice.

B'way Association Asks X-Town Buses

NEW YORK, June 1.—Summary of activities of the Broadway Association, Inc., reveals that the organization is indorsing proposals to substitute buses for trolley cars on the Broadway and 42d street cross-town run as a means of reducing traffic congestion in the theatrical area.

Association is also behind a move to boost the Great White Way via stickers pasted on all mail going out of the district. Labels proclaim, "When you come to the Fair visit Broadway."

Gold Medal Hour Renews

NEW YORK, June 1.—General Mills Gold Medal Hour on a split NBC network of Red and Blue stations has been renewed for 52 weeks, beginning Monday (3). Shows include *Light of the World*, *Arnold Grimm's Daughter*, *Valiant Lady*, *Hymns of All Churches* and *Betty Crocker*.

Agencies are Blackett-Sample-Hummert and Knox-Reeves.

The Broadway Beat

By GEORGE SPELVIN

BELIEVE it or not, Hoyt S. Maddock, executive secretary of the American Guild of Variety Artists, is tentatively planning to invade the night club business. His idea is to open an official AGVA spot in New York which would serve as a showcase for any and all union acts. . . . Veloz and Yolanda will dance again as soon as possible after their baby is born. The team has a standing name-your-own-salary offer from Johnny Jones, of the Oriental, Chicago, which is in competition with Balaban & Katz's Chicago Theater. The Chicago originally established the dancers as a theater attraction, and they still hold one of its top box-office records. . . . At Tommy Dorsey's opening at the Astor a resident of the hotel (one Arturo Toscanini) was disturbed by the "noise." Bob Christenberry, manager of the hostelry, thought he'd placate the maestro by introducing him to Dorsey. Upon introduction, Toscanini said, "Mr. Dorsey, you play beautifully. You play from the heart. But, Mr. Dorsey, you play too loud." . . . Candide, in *The Daily Mirror*, did a very nice column on Sharkey, the *Higher and Higher* seal, and Mark Huling, his trainer. But Candide persisted in referring to Sharkey's co-star as "Jack Healy." It wasn't a typo, because it occurred twice in the story. . . . Consolidated Radio Artists is tearing its collective hair because its attractions seem to be haunted by the Cantor film, *Forty Little Mothers*; it seems that it plays every house that books a CRA band. And, since the little mothers are a package of box-office arsenic, the bands have to do double duty in pulling in the crowds.

MAN'S noble friend, the horse, is practically being featured on the Flushing Meadows, *Railroads on Parade* uses several dozen dobbies, *American Jubilee* accounts for 24 plus spares, and *Savonar* in Gay New Orleans village has a pair. The Ford ballet, *A Thousand Times Neigh*, which satirizes the noble steed, doesn't use any, but boss costumes are employed by the balleters. Incidentally, Al Jolson's forthcoming musical (the title changes so rapidly that you can't keep up with it) sounds as tho it might have an equine angle. . . . A Stem tropical fish fancier recently left his aquarium with an agent while he was moving and several days later found the following phone message on his desk: "Somebody called and said that if you don't pick up that fishbait by tomorrow he's going to (1) take a bath, (2) donate it to the Aquarium, (3) book it into the Flatbush Theater." . . . The *Herald-Trib* is trying a new slant on night club reviewing. Bob Dana's notices now include scholarly criticisms of dance acts by *The H-T's* dance critic, Walter Terry. . . . Incidentally, *The H-T* tried to take over radio's special province, the air, in the newspaper-radio advertising war when it ran an editorial recently on a resident of New Mexico who advertised in the local paper for a very special kind of slow and steady rain—and got it. The Power of the Press extends far afield. . . . Speaking of newspapers, press agents for musicals are probably glad to notice that *The Journal-American* is running more chesecake again. For several years it has been sticking mostly to scene photos and the more modest gal art, but 10 or 12 years ago, when it was *The Journal*, it was the happy hunting ground for torrid torsos.

KELLY AND ADLER, of the Yacht Club Boys, are now associated with the management of the Tavern on 48th street. . . . Theodore Dibble, formerly with *The New York Post*, has joined the Statler hotel chain as national publicity director. . . . Tom Fitzsimmons, Hotel New Yorker photographer, is getting to be a jack-of-all-trades, having doubled as p. a. when Dick Mocker took a trip to the Midwest. . . . Erik Rhodes, film player who's preparing for a barnstorming tour of the New England show district, has dubbed it "the leatherbelt circuit." . . . Danny Kaye, who has had few idle moments of late, is keeping his wife busy, too. She not only writes all of his material, but also accompanies him on the piano.

Possibilities

TRADE SERVICE FEATURE
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

PAUL ROSINI—magician, now at the Rainbow Room, New York. Not only is his routine excellent, but he performs it so smoothly and builds it up with such an engaging tongue-in-cheek style that he has developed into an outstanding personality as well as a topnotch magi. His casual, humorous delivery is both smart and hilarious and should fit handily into a legit revue, either solo or as part of a production idea.

For RADIO

ANITA BOYER—singer now appearing with Leo Reisman's Orchestra at Ben Marden's Riviera on the Palisades and formerly with Dick Barrie's and Tommy Dorsey's bands. Has one of the best sets of vocal equipment among current band canaries, a fact that is particularly evident on air shots and recordings. Could build a nice following with her own 15-minute show or as a featured vocalist on a longer program.

BEST BUY IN DETROIT

Rates from \$1.50 single and \$2.50 double. Special weekly rates to the profession. Every room has combination tub and shower. Reasonably priced restaurant and cocktail bar. Completely rehabilitated throughout. Convenient to all booking offices and downtown district.

HOTEL WOLVERINE
Frank Walker, Manager,
55 E. ELIZABETH ST., DETROIT
(Same management as Hotel Chicagoan, Chicago.)

ARKO THEATRES 1270 SIXTH AVENUE RADIO CITY-NEW YORK

WESTERN UNION

SEND YOUR FATHER'S DAY GREETING BY TELEGRAPH AND MAKE A BIG HIT WITH DAD. WESTERN UNION'S SPECIAL TELEGRAMS COST ONLY 20c LOCALLY AND 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES.

CORNEASE
25c At Drug Stores means **HAPPY FEET**
Or Pooled from CORNEASE, 69 Renwick St., Newburgh, N.Y. —OR YOUR QUARTER BACK

<p>STOCK TICKETS</p> <p>ONE ROLL . . . \$.50 FIVE ROLLS . . . 2.00 TEN ROLLS . . . 3.50 FIFTY ROLLS . . . 15.00 100 ROLLS . . . 29.00 ROLLS 2,000 EACH Double Coupons. Double Price. No. C. O. D. Orders Star Single Tick. 927</p>	<p>THIS PROVES OUR STATEMENT</p> <p>Greenburg, Ky., May 25th, 1940.</p> <p>THE TOLEDO TICKET CO., Toledo, Ohio</p> <p>This is just to thank you for your prompt service on the last order sent to you from Leitchfield, Ky. I have never received such wonderful service before and you can rest assured that you will continue to get my business. Very truly yours,</p> <p>Exact copy of letter received by THE TOLEDO TICKET CO., Toledo, Ohio.</p>	<p>SPECIAL PRINTED</p> <p>Print or Machine</p> <p>10,000 \$ 6.95 30,000 9.85 50,000 12.75 100,000 20.00 1,000,000 150.50</p> <p>Double Coupons, Double Price.</p>
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Gov't "Realism" on Air; But Plenty Peace Programs Left

NEW YORK, June 1.—Owing to recent influx of army programs some station execs profess to see an attempt by the federal government to instill a "more realistic attitude" into the radio industry. Illustrating such a point of view are programs like *Soldiers With Wings* over WHN, presentation of army speakers from Governor's Island over WMCA, and programs devoted to defense over WBXN and WOV. In addition, it became known early this week that the war department requested advertisers and agencies to help a recruiting drive by using in radio scripts a sentence plugging national defense and enlistment in the United States Army. This is understood to be the first time the government has asked advertisers and agencies to do this.

Coincident with this, it was stated by some radio men that it had become

extremely difficult for peace organizations to buy air time. This latter viewpoint, however, has been contested by Estelle Sternberger, of World Peaceways, org which acts as a clearing house for peace programs. Miss Sternberger, who has a series on WQXR and will speak over WOR Wednesday (5), claims there is no change in station's attitude regarding peace programs and that all such programs have been accepted thus far. Execs of WEVD and WOV concur in this belief, but other station people claim this is not so.

In addition to network time, Peaceways, according to Miss Sternberger, is now on 200 independent stations. Many of these stations, she says, are even anxious to obtain such programs in order to balance with war news, result being that there have been more peace programs this year than last.

Missouri Candidate Pulls an O'Daniel

JEFFERSON CITY, Mo., June 1.—Fred J. Frankenhoff got himself a hillbilly hand to promote his campaign for governor of Missouri on a platform of \$40 a month pensions for the aged. The St. Joseph circuit judge "kicked off" his campaign the other night with a street show, mountain music and a song fest. Frankenhoff broadcast his speech between music and singing. A thousand or more people heard him thru a public address system hooked up to his headquarters three blocks from the governor's mansion.

His program calls for reduction of State auto license fees, adequate aid to dependent children, increased sales tax collections and big pensions for the aged, \$9,000 of whom now draw an average of \$16 a month.

KDKA Business Up As Gregory Leaves

PITTSBURGH, June 1.—KDKA has 46 per cent more local and national spot billings than WCAG and WJAS together, Sherman D. Gregory stated before leaving the Westinghouse-owned NBC-Blue outlet for his new post as manager of all NBC owned and operated stations. KDKA has 272 of 554 hours weekly time sold, the highest percentage in the station's history.

With most of its business national due to its 50,000-watt coverage, KDKA is reported gunning for the NBC-Red franchise now held by the Hearst-owned WCAG, which rates first in most listener polls conducted here during the past couple years. Columbia outlet, WJAS, a close second in the polls that don't place it first, is booked almost solidly CBS with its sister station, KGV, billing a big bulk of the local commercial time.

Before leaving Gregory named Dale Jackson to the continuity staff, assisting chief Bill Beal.

KDKA's new manager, John A. Holman, formerly of WBZ, Boston, arrived in Pittsburgh at the same time Westinghouse stations' headquarters moved to the new KXW building in Philadelphia under Lee Wales, formerly with NBC. Formerly programmed by NBC, KDKA will now function under Westinghouse supervision.

Sales manager Bill Jackson, of KDKA, is expected to remain.

FCC Clarifies ET And Record Status

NEW YORK, June 1.—Federal Communications Commission has revised rule 3.93, clarifying for the radio audience the distinction between an electrical transcription and a phonograph record.

Rule now states that on programs, "the identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used, it shall be announced as a 'transcription,' or an electrical transcription, or as transcribed or electrically transcribed; and where a phonograph record is used it shall be announced as a 'record.'"

Clarification was sought by Associated

R. G. Swing Program On 71 MBS Stations

NEW YORK, June 1.—Raymond Gram Swing's commercial for White Owl Cigars over Mutual Broadcasting System will be extended to include 71 stations, beginning June 28. Newscaster now goes over 16 outlets. Swing goes on five days a week, his sponsored nights being Monday and Friday.

Understood that National Broadcasting Co. tried to get Swing for the Blue network, but could not guarantee five days.

Coincident with the station expansion, Mutual and J. Walter Thompson, agency for White Owl, are preparing an elaborate brochure with mats, glossies, features, sample plugs and exploitation items, to be sent to station managers. This job is likely to be one of the most elaborate of its kind, approximating the extensive publicity brochures turned out by motion picture companies.

Swing-White Owl-MBS deal is the first evening purchase under the network's new volume-discount plan.

Neb. Anti-ASCAP Appeal This Month

LINCOLN, Neb., June 1.—Appeal to U. S. Supreme Court for the recently ruled unconstitutional Nebraska anti-ASCAP law is slated to be made some time this month, according to the office of the attorney-general. Aim is, if not to get a reversal of the three-judge decision in the lower court here, to throw sufficient light on the subject by the high bench opinion so that future legislation can nip at the structure of the society and seek some measure of its control.

Considerable stock was taken in the recent Ethyl gas case, in which the high court proceeded to take apart some of the accepted theories of patents and copyrights, lending to belief the Nebraska case should go on up for similar illuminating review.

Arthur (I'll Get There) Simon Finally Embarks

PHILADELPHIA, June 1.—Arthur Simon, head of WPEN, who has had one thing after another, labor trouble, illness and such interfere with his plans for a vacation all year, finally booked passage a few weeks ago on the Holland-American liner *Amsterdam* for a trip to Bermuda.

The other day he received a return check, informing that since Germany had taken over the Netherlands the cruise had been canceled. So Simon promptly booked passage on the Swedish line's *Kungholm*, and again he was advised to call it all off because of the European situation.

Ever determined, Simon took leave on Friday, deciding to pick up his transportation as it comes along.

Music Publishers and is regarded by e. t. men as a forward step in educating listeners to fact that transcriptions are made specifically for radio as against the more general function of records.

Radio Talent New York

By JERRY LESSER

HELEN MENKEN, star of CBS's *Second Husband*, will do a turn in stock the week of June 11 in *Enter Madame* at Maplewood, N. J. The theater audience will hear her Tuesday night broadcast thru special amplifiers and will then wait while the actress hurries from New York to Maplewood for the stage show.

EILEEN PALMER, who recently became Mrs. LES TREMAYNE, now has the role of Gen Porter in the *Stepmother* serial. . . . The triplet daughters of Panama's ambassador to the United States—EDITH, ELENA and MILDRED BOYD—are assured of a stinging career in radio, stage or movies if they accept the advice of *We, the People* listeners.

The studio audience's reaction was prompt and enthusiastic. . . . DONNA READE may be the actress in her family, but her husband, STAN, a lawyer, does the entertaining for social gatherings. STAN's repertory includes imitations of various radio stars, climaxed by a masterful take-off of his wife. DONNA is planning retaliation—an imitation of her husband making a plea to a jury. . . . TED STEEL'S schedule has now reached the point where to take a new show he has to drop an old one. Thus, resignation from *Strange as It Seems* made way for two new 15-minute spots, broadcast on Tuesday and Thursday mornings at 11 over WABC.

The name of the show is *Hollywood Dreams* and stars TED with MYLIS O'BRORE. BENNY VENUTA has been signed for Abbott and Costello show.

The *Salon Players*, of Jackson Heights, a group of bankers, doctors, lawyers, salesmen, housewives, etc., last week did a grand job with "Petitcoat Fever," which was di-

rected by Ruth Hill Joystyn, wife of radio's Jay Joystyn. *Loss of Don Costello* to "Grand Central Station" is a pair for RKO and MGM pictures. *He's Hollywood* bound.

WARNER BAXTER has been sold for a fall show. . . . UNCLE JIM'S *Question-Bee* will replace *Big Toes* for the summer. . . . ASHMEAD SCOTT, writer and director of the *Blondie* show, and TIG TURNER, radio and motion picture actress, eloped to Ensenada, Mex. . . . KATHERINE SQUIRE and KATHERINE BART will be added to the *Light of the World* cast. . . . CARL EASTMAN will become a father at almost any minute. . . . FRANK LOVEJOY and JOAN BANKS will be married Friday at Newark, Conn. . . . BERNARD LENROW did the narration for this year's Consolidated Edison's *City of Light* at the World's Fair. . . . WENDELL HOLMES is now playing the role of Max Woodard on the Myrt and Marge show.

According to JACK ZOLLER, NBC announcer in Hollywood, Manning's Coffee Shop is the "Lamb" of the West Coast.

WOV ARTISTS' BUREAU, thru Sam G. Harris, last week set a flock of acts for night clubs and resorts, including Margo, Dana Reed, Ellen Farrar, Jack Keane, Joe Madden and Charles Franklin for Jack Linder's "Hollywood Doubles" show at Luna Park, Coney Island, N. Y.; also Eddie Kaplan, Al Golden, Three Charms, Gert Brady and Cora Leed for the West Shore Club, White Lake, N. Y.; last week-end, and Billy Perch and Morris Lloyd for the Monterey Hotel, South Fallsburg, N. Y.

Chicago

By NORMAN MODELL

CAPT of Bachelor's Children plans to turn out for CHARLES FLYNN'S wedding Saturday (8). . . . UNCLE EZRA is back in town, having completed work on the forthcoming Bob Burns picture. . . . BILLY IDELSON takes on his first role in six years outside of Rush in *Vic and Sade* in FAYETTE KRUM'S NBC sustainer, *Thunder Over Paradise*. FERN PERSONS gets the femme lead. HENRY HUNTER the male. Others in cast are Lorette Fillbrandt, Michael Romano, Hugh Roland, Sid Elstrom, Cliff Soubier, Pat Murphy and Boris Aplon. . . . TED MCGMURRAY received a fat bonus from SANDRA MICHAEL for cutting short his vacation to take the job of producing *Love Journey*. . . . Recast in a role in *Stepmother* is EILEEN PALMER. . . . SARAJANE WELLS gets the new part of Louise Sims in *Right to Happiness*.

Apparently there is an epidemic

FROM ALL AROUND

(Continued from page 6)
Cincinnati, will broadcast directly from the Republican National Convention in Philadelphia June 24. Staff of four men covering will include Peter Grant, chief announcer, and Fred Thomas, scripter.

Globe Grain and Milling Co. has renewed "Mary Foster, the Editor's Daughter," for 13 weeks over KXN, Hollywood. . . . KYSM, Menkato, Minn., is providing hospital patients with daily program schedules. . . . Broctor Arnold (Bud) Supp, plant supervisor at KGO-KFO, San Francisco, has been elected president of the NBC Athletic Association. New secretary and treasurer are Joan Peterson, of the auditing department, and Stanley Smith, of guest relations. . . . Dale Jackson has been added to the KDKA continuity staff as assistant to Bill Beal.

Honore Stovin, supervisor of station relations for the Canadian Broadcasting Corp., Toronto, visited Al Nelson, general manager of the NBC San Francisco Division this week. . . . KGO-KFO have an exhibit at the San Francisco Fair. . . . Floyd Wright, former theater organizer, now NBC organist at San

Francisco. . . . Wayne W. Cribb, until recently manager of Station WSAU, Wausau, Wis., has been named manager of WRBL, Sheboygan, Wis., succeeding Edwin J. Gunniff, who becomes manager of WKBB, La Crosse, Wis. . . . New announcer at CRCK, Regina, Can., is Jim Kent, of Moose Jaw, Sask. He has had some experience on CHAB, Moose Jaw. . . . Pittsburgh Notes: Spear & Co. furniture stores have bought the daily news bulletin over WWSW thru Walker & Downing, Victor Brewing Co. here began sponsorship of Joe Tucker's pre-baseball-game sports roundup thru Earl W. Bellwell agency, and National Biscuit Co. has renewed Martin Block's *Make Believe* Ballroom daily except Sunday over the same station thru McCain-Erickson.

Dixie Dabbles: Isabel Miller, Miss New Orleans of 1937, joins George Olsen's *Ork* in Cleveland June 5. . . . Bonnie Bell, singer, joins staff of WWL, New Orleans. . . . Orville Anderson news announcer at WWL. . . . Joe Ford leaves announcer staff of WSGN, Birmingham, to enter a non-pro field. Two new additions to the announcer staff are Martin H. Snow and Thomas Severing. Bill Terry, sports announcer for WSGN, recuperating from appendectomy. . . .

Conducted by DANIEL RICHMAN—Communications to 1564 Broadway, New York City

CRA-GAC MERGER COLLAPSES

MPPA, Hit Parade Agree on a More "Stable" Listing

NEW YORK, June 1.—Music Publishers' Protective Association has reached an agreement with the American Tobacco Co., sponsor of the Lucky Strike Hit Parade, calling for a "more stabilized" method of listing songs used on the show. According to Walter G. Douglas, MPPA chairman, American Tobacco agreed to place more emphasis on the retail and wholesale sales of sheet music and on the popularity of the songs in the nation's 300,000 music machine locations when determining the Hit Parade leaders.

Less prominent consideration henceforth will be given radio song plugs, effected thru the high-pressure selling methods of the publishing houses; home sales of records, and requests made of band leaders. During an MPPA board meeting Tuesday (28) it was pointed out that a list reflecting actual sheet sales and plays on phono machines will present a truer picture of the nation's song preferences. Another meeting between Douglas and a committee of American Tobacco executives is scheduled for Tuesday (4), when the agreement will be discussed at greater length and methods of gathering the correct information will be perfected.

Phonos to the Fore

Because the music machine industry has mushroomed in the last couple of years to such an extent that it can greatly prolong the lifetime of a tune, leaders in the music business are happy to see it playing a prominent position in the Hit Parade picture. Inclusion of this consideration has been asked by some publishers for months.

MPPA and its members feel that accentuating the actual sheet sales of songs, plus the demand for tunes on music machines, will make the Hit Parade more "stabilized." In that a song will not be able to shoot up to the top and then fall off the next week or so, as is the case, according to music men, when a publisher has a drive week on a tune, resulting in many additional plugs that week as against many less the week before and the week after. Sheet sales fluctuate far less than song plugs, and it is felt that with steady sales the determining factor rather than the variable air performances, a tune's Hit Parade course will run on a smoother, steadier and therefore more equitable keel.

Rules Waived in Chi Mixed Band Concerts

CHICAGO, June 1.—School bands will appear in the same band shell with professional musicians in the Grant Park concerts which open here today (1), weather permitting. To make this possible it was necessary for James C. Petrillo, president of the Chicago Federation of Musicians, to ease the federation's strict rules against amateur competition with professionals.

Regular park concerts have been held during July and August for the past five years. This year a month of pre-season concerts was decided upon to give school bands an opportunity to appear on the same program with professionals. Kid orks will not be paid, but members of the band winning a final contest before Dr. Frederick Stock will be given full membership in the union.

Petrillo estimates that the federation will pay out \$178,000 this summer to cover cost of the concerts.

Decca in Oklahoma

OKLAHOMA CITY, Okla., June 1.—Decca Records marks the opening of its fifth distributing branch in 1940, this week by establishing an outlet here, it was announced by L. P. Stevens, vice-president of the warblers.

Others opened this year include branches in Syracuse, Newark, Milwaukee and Jacksonville, bringing the total to 26 wholly owned branch distributors.

Just Call Him Enrico

NEW YORK, June 1.—Mona Montes, dancer at the Rainbow Room, confided to Ben Cutler, ork leader there, that she was a ballerina with the Metropolitan Opera, but quit to achieve success in the popular dancing field.

Which brought from Cutler the admission that it has always been his desire to become an opera singer and the closest he came to it was an appearance at the West Side Community Center where he sang an aria in costume.

Marks Claims BMI Song Infringement On Lehar Standard

NEW YORK, June 1.—Prospect of its first involvement in litigation with another music publisher looms for Broadcast Music, Inc., over its song, *In the Silence of the Dawn*, music of which is by Leon De Costa, with lyrics by Samuel O. Johnson and De Costa. Edward B. Marks Music Co. this week notified BMI by letter that the number allegedly infringes in both melody and lyric idea on the Marks standard, *Frasquita Serenade*, commonly known as *My Little Nest of Heavenly Blue*, by Franz Lehar and Sigmund Spaeth. Letter sent BMI was in the nature of a "what-are-you-going-to-do-about-it" query, with legal action dependent, according to the Marks firm, upon BMI's answer.

Marks claims that the melodic theme of the two songs is markedly similar, and further that the first line of *Frasquita* is "In the silence of the night," whereas the BMI number has for its opening words, "In the silence of the dawn." Sydney M. Kaye, attorney for BMI, stated that he had replied to Marks and pointed out that he saw no reason for either a withdrawal from the BMI catalogue of the *Dawn* song or a revision of its melody or lyric. Kaye was inclined to minimize the Marks threat as another in the endless chain of protests lodged by one publisher against another in the matter of allegedly stolen composes.

Jurgens' 5,000 Milk Funders

MILWAUKEE, June 1.—More than 5,000 persons turned out for the Milk Fund Ball May 24 at the Eagle's ballroom here, with Dick Jurgens' Ork doing the musical honors. Affair was sponsored by the Milwaukee Junior Chamber of Commerce, and advance tickets were 50 cents, with tariff at the gate 75 cents. Ted Bach and his Commanders appeared with the Jurgens unit.

Robbins Plans Old-Time Plug Methods If ASCAP Loses Out

NEW YORK, June 1.—Threatened radio strike which may occur if the broadcasting industry and ASCAP do not reach an agreement on royalty payments in September has galvanized music publishers into action to find other media of exploitation if the much-coveted radio plug is done away with.

First step in this direction has been instituted by Jack Robbins for his three companies, Robbins Music; Petal, Inc., and Miller Music. Robbins is going ahead with plans to revert back to the old music hall plugging days—only in streamlined fashion, when vaudeville gave the major performance plugs.

The Big Three, which collectively controls 18 per cent of American copyrighted music, are making preparations to use the studio and distributing facilities of Metro-Goldwyn-Mayer, 20th Century-Fox and New Universal Pictures (whose music is published by the Robbins combine) to make three to five-minute motion picture shorts and plug the tunes thru the medium of the screen.

"Playmates" Case

Robbins figures that the 70,000,000 audience that is reached thru the screen

Eleventh-Hour Proposals Call Halt to Agencies' Partnership

oft-rumored blending almost an actuality—Green, Rockwell disagree at last minute—third failure to merge in three tries

NEW YORK, June 1.—Another proposed merger between Consolidated Radio Artists and General Amusement Corp., the third in three years, collapsed last night after a settlement had been virtually agreed upon up to signature time, whereby the two agencies would have begun functioning as a single unit on Monday. Picture, however, took a sharp turn when Charles Green, CRA proxy, and Thomas Rockwell, GAC head, both submitted last-minute proposals after the final papers had been drawn up following weeks of protracted negotiations. The top men of

both agencies bumped heads over "last-minute conditions" and the entire deal was called off, despite the elaborate plans that had been made for the merger.

Philly Dance Ops Open Summer Spots

PHILADELPHIA, June 1.—Still another local spot gives the nod to the traveling footloosers, Dick McClain and Ralph Poinsette bringing in Sonny James for the summer at their Spread Eagle Inn in suburban Strafford, Pa. Opening was tentatively set for Wednesday (29), depending on the weather.

Success of the Korn Kobblers at the McClain-Poinsette 20th Century Tavern in the city finds "corn" the steady diet for the spot now. Kalen's Happy Hoosiers followed the Kobblers with the NBC Kidoodlers taking over next week.

PHILADELPHIA, June 1.—Reese Duffee, vet race dance promoter, promises to put in a full summer season outside the city after the last of the local proms on Wednesday (29) with Jimmie Lunceford at Met Ballroom. Expects to have four or five stands, and is already set to bring in names at Rocky Spring Park Pavilion in Lancaster, Pa., and at the Waits Dream dansant in Atlantic City.

Russ Morgan Draws 6,400 In Cold Weather Opening

MILWAUKEE, June 1.—Russ Morgan's Ork opened the season at the Modernistic Ballroom, State Fair Park here, May 26, to the second largest crowd in its 16-year history. Charles Rose, operator of the dancery, reported.

Morgan, despite the cold weather, drew 6,400 dancers at 40 cents per head, working on a guarantee against a percentage of the gate. Kay Kyser holds existing record, 8,700.

Robbins Plans Old-Time Plug Methods If ASCAP Loses Out

will be better potential customers for the sale of sheet music than the radio listening audience today. To prove this he cites the instance of *Playmates*, which was getting moderate air plugs until Kay Kyser did the song on the screen in a short which skyrocketed the number.

Other channels that Robbins is figuring on for song exploitation in case the air plugs are eliminated are automatic phonographs and the brass band field. Coin machine exploitation, as explained by Robbins, will be his best medium because it will afford a better "buying gauge" to music publishers, figuring that those who spend nickels to hear songs are better candidates to buy the sheet music for 35 cents than the ordinary radio listener. Robbins said that less songs are sold in proportion to their radio performance than any other medium.

On the brass-band angle, Robbins explained there are some 18,000 brass bands (in addition to dance orchestras) in schools, colleges, civic organizations and bars, and that 10,000 dance orchestras could be sold to them in addition to brass-band arrangements. This plan also includes singing groups and choral societies.

Both Green and Rockwell were reluctant to discuss the salient points of the 11th-hour disagreement, outside of saying that "last-minute conditions made it impractical to make a deal at the present time" (Rockwell), and "we were unable to agree as to terms" (Green).

However, interested parties who had a hand in the negotiations claim that there was a "last-minute renegé" when certain proposals were offered, after Green and Rockwell got together to sign the papers that would have made the merger an actuality, and the first in the agency field since band booking became a big business.

The big factors of the consolidation between the two offices had been worked out, and everybody involved was confident that the only detail left was to sign the necessary papers. So much so, that on Friday afternoon Rockwell was consulting with the renting agent in Rockefeller Center for larger quarters to house the increased set-up.

According to Rockwell, the idea behind the grouping of the two agencies was to make it possible for both offices to do the same gross business per year at approximately half the cost. Last year, Rockwell stated, GAC did a total gross of \$3,250,000, while CRA's total revenue was \$1,800,000, and that booking all properties thru the same office would have increased the profit margin considerably.

Under the new set-up, Rockwell would have been the head man, but CRA would still have retained its corporate title, and bands and acts under contract to them would still have operated under a CRA agreement. In brief, it was explained, CRA would have retained its identity, but would have transacted its business under the GAC roof, with the total profits cut up between both corporations, Rockwell getting a considerably larger share.

Also under the terms of the contract that was finally ash-canned, the agencies' branch offices in different sections of the country would have likewise consolidated their forces, one moving into the other that had the best renting deal. GAC's forces in Chicago were supposed to move into CRA offices; GAC would have completely taken over the Cleveland CRA office; CRA would have moved into GAC office in Los Angeles, and GAC would have moved into the CRA branch in San Francisco.

After everybody was shaking hands, however, and moves were being made to dissolve various corporate set-ups in CRA, the latter agency is understood to have made a few proposals at the final peace meeting which now has them as far apart as the first negotiation meeting three years ago.

Bernard Miller was Rockwell's attorney in the deal, and Harry Berman acted legally for Green, although he severed his full-time connection with CRA several weeks ago.

Weems Draws a Full House

MARSHALLTOWN, Ia., June 1.—Ted Weems played to a capacity audience here May 15 at the Coliseum. With the Tall Corn Exposition in progress, Weems packed the floor with 2,600 admissions, and was forced to turn 1,500 turns away.

Looks Like a Long, Hard Summer

NEW YORK, June 1.—Vernon Duke is already making preparations for a nervous breakdown, what with being assigned to compose special music for four shows due on Broadway next fall. Duke has contributed numbers to Two Weeks With Pay, is collaborating with Ted Fetter and John La Touche on the music for Much Ado About Nothing, at the same time is working with Al Lewis and Milton Bender on Little Joe, and writing the score of the second edition of Straphat Renee with Max Liebman. On top of that he has completed the music for Entree's act, for the Monte Carlo Ballet Russe. Breakdown music will be written by all of Duke's collaborators.

Philly Traveling Band Plan Misses In Its First Test

PHILADELPHIA, June 1.—Plan to permit traveling bands in local spots, upon promise to employ local musicians for 25 per cent of the playing time, has hit a snag. Apparently the local lads are insisting that their 25 per cent playing time come first, with the result that all bets are off. Plan came to a test and missed in the selection of a band to bow at the new Club Ball, which opened a fortnight ago. The Kallner brothers and Ben Lentsch, operating the spot, had been auditioning numerous local bands prior to the opening. Finding none to suit their tastes, they turned to Music Corp. of America, which is producing the spot's show. Nod went to Nat Brandwynne, with localite Don Remaldo getting the relief music call. Brandwynne Out After losing out, localites ran to the union yelling "fake" because Manie Sacks, MCA exec, was present at an audition. They charged that Brandwynne was set all the time. Sacks, however, fired back that his only interest was in trying to land the post for a local band and said he had even tipped off some of the boys about the open job. A former Philadelphian, Sacks booked bands here before joining MCA. As a result of the squawk Brandwynne, originally intending to remain until July 3, when he jumps to Ritz-Carlton Hotel, Atlantic City, must bow out next week. Spot operators may still have auditioned at least a dozen local combos, but have given the nod to none as yet. If they keep an out-of-town band scale gets hiked.

Cavalier Opens Mansion, Shatters Elms, Youngstown

YOUNGSTOWN, O., June 1.—New Terrace Club of The Mansion, Tony Cavalier's swank damest here, made its summer debut Wednesday (29). The Dixon's Band, Key Keever doing the vocalizing, provides the dance tunes. Policy is dancing nightly, at \$1 a couple. With the opening of The Mansion, the Elm Ballroom downtown, where name bands have been the policy for the past several months, shatters until fall. Gene Krupa was the closing-night attraction. The Elms also is operated by Cavalier.

Jamestown, N. Y., Ballroom Becomes Summer Night Club

JAMESTOWN, N. Y., June 1.—According to J. G. Campbell, owner of Celeron Park here, the Pier Ballroom will be converted into a full-week nitery this season. The policy of former years of using name bands Saturdays will be adhered to. Improvements and redecorations are now being made, including a celotex ceiling. Policy for week nights will most likely be a local band or a no-name traveling unit, in addition to a floor show. Ballroom, as well as the park, will open shortly.

BIRMINGHAM, June 1.—Club Forest Inn here swung open its doors May 24, featuring Oliver Hayford, Cdr. Under the management of Josh Milton, spot will feature dancing seven nights a week.

Orchestra Notes

By DANIEL RICHMAN

Manhattan Murmurs

MYSTERY seems to surround the opening of the Hotel Pennsylvania Roof this season, with some quarters maintaining that the hostility will not open its upstairs history, but will keep the Cafe Rouge going until August 1, with Jimmy Dorsey on the stand till then, and then close down the room until Glenn Miller returns in October. . . . other sources insist that the Roof will un-shutter, as scheduled, on the 24th. . . . some credence is lent to the closing argument by the fact that WOODY HERMAN had been talked about to follow Dorsey on the Roof some time during the summer, but Tom Rockwell, General Amusement Corp. chief, is now in the process of setting Woody for the Hotel New Yorker, to follow Larry Clinton on July 9. . . . DEL COURTNEY, who opened an originally booked four weeks at the Park Central's Coconut Grove last month, has been re-signed for an indef. sojourn there. . . . JAMES P. JOHNSON takes over the jazz assignment at Greenwich Village's hot spot, Cafe Society, on the 4th, replacing Joe Sullivan. . . . Later is going touring with JOE MARSALA who grabbed off several of Marsala's men recently, by giving the guitar seat in his small combo to GARMEN MASTREN, ex-Dorseyite. . . . Marsala started his nth stand at the Hickory House Friday (31). . . . The QUINTONES start six weeks at the Famous Door Tuesday (4), along with TEDDY POWELL, in for his second date there. . . . PANCHITO starts his third year at the Versailles this week.

On an Eastern Wing

EDDIE DURHAM, formerly arranger for Count Basie, takes his new 15-piece band into the Chatterbox, Mountaineers, N. J., on the 3d. . . . JACK SHERR stops off at the swanky Nantucket (Mass.) Yacht Club for the summer, starting the 29th. . . . later is going to the 500 Club, Atlantic City, July 3. . . . Another all-summer job goes to MICHAEL PAGE, June 23, at Gateway Casino, Summers Point, N. J. . . . Danny Collins set GRANT THOMPSON into the Pegasus Club, Rockleigh, N. J. . . . PAUL ANTHONY, ex-vocalist with Murray Driscoll's Ork at the Hotel Roosevelt, New Orleans, this week joined Bill Lester's Band at the Homestead Hotel, Kew Gardens, L. I.

Atlantic Whisperings

ROLL PARKER locates at Little Ritz Cafe near Norristown, Pa. . . . JON

SEGRO gets the stand at the Lancaster, Pa., Gren Shay. . . . PENNY PENDLETON, formerly with Clarence Fuhrman's house band at KYW, Philadelphia, joins JOE PRASETTO for the song selling. . . . GEORGE BAKAY making the music at Wilson's and JOHN JOSEPH at Lido Venice, both Philadelphia niteries. . . . AL ROESCH set for the summer's ride at Village Garden Wonder Bar, Atlantic City. . . . Blue Room of the Warwick House, Lititz, Pa., gets DAVE HELMAN for the Saturday night functions. . . . BILL GATES, the gang doubling on 50 individual instruments, camp at Cadillac Tavern, Philadelphia. . . . The spot at Royal Hotel, Wilmington, Del., brings in JOE THOMAS. . . . Dixon's Cafe, Sharon Hill, Pa., gets the JOE SMALL syncos. . . . ABE NEFF, Philadelphia maestro, off for Summit Springs (Me.) Hotel for the 19th consecutive season. . . . LEO ZOLLO at Rainbow Gardens, Stratford, Pa., gets a Mutual wire for his music.

Midwestern Melange

ANDREW KARZAS was unable to fulfill his expectations of having SHEP FIELDS play a month at the Aragon Ballroom, Chi. . . . FREDDY MARTIN goes into the dancing June 3-July 12, while BILL McCUNE starts indef at Karzas' other spot, the Trianon, June 7. . . . CHUCK FOSTER gets a WBMM-Chicago at Club On Henry Ballroom—something he didn't expect. . . . MUGGSY SPANIER gives up his small combo to tootle with Bob Crosby's outfit. . . . DEKE MOFFETT'S 13-piece crew, a local combo, takes over at Beverly Hills Country Club, Newport, Ky., when Happy Felton's boys move out this week-end. . . . SYLVIA RHODES, former WLW singer, joined Gardner Benedict's Band at the Netherland-Plaza Hotel, Cincinnati. . . . LEIGHTON NOBLE makes it the Hotel Cleveland in the city of that name June 5 indef. . . . BOB SIDELL, who headed the strolling trio at the Bay Hill spot, Newport, Ky., for the best several years, gives up that task to become assistant to the president of the Cincinnati Musicians Union, succeeding the late Murray Horton. . . . his place in the trio has been filled by JOHNNY FIELDS, who with Al Weisman and Ray Klemsmeyer will continue to use the Sidell trade name. . . . TED WELLES takes in the two weeks, starting June 21, at the Meadowbrook Country Club, St. Louis.

Of Maestri and Men

JOE GLASER signed EDDIE SOUTH to record for Columbia, marking Eddie's debut on wax since he returned from Europe several years ago. . . . Leonard Joy, of Victor-Bluebird, inked YVETTE, radio chanteuse, to a contract on the cheaper label, and is giving WAYNE MONROE, Boston baloney, a crack at a few Bluebird sides. . . . JOHNNY WATSON, formerly Jan Savitt's arranger, is performing in a similar capacity for the Monroe Band. . . . HENRY KING goes

Lincoln Dance Biz Nose-Dives In May; Fewer Names Planned

LINCOLN, Neb., June 1.—Music business took an extensive beating here last month, due probably to a variety of reasons. Whether it was the fact that name bands came in too fast on the heels of one another, or that the allowances of college boys have been dwindling as school approaches the finish, or that pay checks are being husbanded for summer vacations, or that war bulletins are keeping people glued to radio sets, or a combination of everything, the fact remains that the dance biz hereabouts took a tremendous dive during the past four weeks. Since Herbie Kay, who made a nice profit for E. H. Pauley at the Turnpike Casino, April 14, and Ozzie Nelson, who did better than even on the 26th, there hasn't been a single profit turner in the list of follow-uppers, Duke Ellington barely got in the \$700 neighborhood May 19 at the Turnpike (85 cents-\$1.10). Tommy Tucker on the 14th, at 55-85 cents, got but \$200, very light. Russ Morgan drew in \$675, scaled at 85 cents-\$1.25, which was far under his previous appearance.

Promoters Retronching

Henry Busse, doing a quick repeat after two months at King's Ballroom, coupled with the opening of Capitol Beach, was able to draw only \$375 at 55-85 cents. Playback was generally considered too soon. Busse's date put J. Clair Lanning \$200 in the red; George Hall's \$400 at the Turnpike last Friday (24), at 85 cents to \$1.10, doing likewise to the same amount for Pauley. As a result of the weak business Pauley is shuttering the Turnpike for the summer as a regular week-ender and will use it for names only. Hal Kemp goes in June 14 and Dick Jurgen on the 23d. Pauley will devote his efforts to the three-nighter Antelope Park Pavilion, with local bands on a jitney basis. Lanning has given the fishy eye to names also, which appears to point to a big summer for local and territorial orks, keeping the music price per night from cracking \$100 too often. Territorials, however, have been sluggish too during the past few weeks, also. Mrs. Matt Kobal's Fin-Mor, at 25 cents straight, was able to get a bit of margin with a \$315 two-day gate on Wally Wallace, May 18-19. Buddy Fisher, with two days at Pauley's Antelope Park, and two days at the Turnpike, made no impression on any of the nights.

into the Mark Hopkins Hotel, San Francisco, July 23, indef. . . . CLYDE LUCAS takes in the July 11-31 period at Elitch Gardens, Denver. . . . Peabody Hotel, Memphis, gets TOMMY TUCKER the June 8 week, followed by BUDDY ROGERS from the 15th to the 27th. . . . TERRY SHAND heads for the Washington Youres, Shreveport, La., June 15 for an indef. stand. . . . The 8th finds GERRY GERARD ensconced at the Battle House Hotel, Mobile, Ala. . . . Change of orks at the Trianon Club, Santa Fe, N. M., has ZIEB BOYD moving into the spot vacated by JOHNIE HAMILTON. . . . CHUCK BENNETT starts a summer engagement at the Broadmore Hotel, Colorado Springs, Colo., the band doing its own booking. . . . new wand waver formerly sold the vocals for Al Kavelin. . . . DON REDMAN takes a band into Chicago's Grand Terrace Cafe around the middle of the month. . . . LANG THOMPSON stops off at Coney Island Park, Cincinnati, June 7-13, following that up with Jenkinson's Pavilion, Point Pleasant, N. Y., June 21, for the summer.

Old-Time Dancing Clicks in Detroit

DETROIT, June 1.—Garden Center Ballroom, downtown dance spot, has been taken over by Eddie Dreyer, manager of the Campus Ballroom for the past year. Mrs. Dreyer will manage the new acquisition. Garden Center was formerly run by Whitfield F. Jackson, who continues to operate the Hollywood Ballroom. Dreyer's acquisition of the spot marks the definite success of old-time dancing in selected spots in the Detroit area. Dreyer himself is an ork leader, conducting his own band for old-time dancing at the Campus. Paul Jones' Ork has been booked into the Garden Center, where an old-time dance policy is followed five nights a week. Campus, a neighborhood-style spot, has two nights of modern dancing and three of old-fashioned.

Chocolate Dandies Revived For One Recording Session

NEW YORK, June 1.—The Chocolate Dandies, famous pick-up recording band in the era 1928 to 1933, was revived last week for an all-star jam session by Leonard Feather, British swing savant, for the Commodore Record label. In the two-sided session four of the original Dandies participated, including Benny Carter, Coleman Hawkins, John Kirby and Sidney Catlett. Bernard Addison and Roy Eldridge completed the group. All are former members of Fletcher Henderson's Band, and the numbers played on the all-star session, Smack and Dedication, were written by Feather and dedicated to Henderson.

Fitzgerald Clicks With 1,471 in Charlotte, N. C.

CHARLOTTE, N. C., June 1.—Despite a pouring rain, Ella Fitzgerald drew 1,471 paid admissions to a Negro dance held here Wednesday (29) at the Charlotte Armory. Admission for dancers was 85 cents each with an extra charge of 25 cents for reserved seats. Slightly over 300 white spectators paid 60 cents each to watch. Roger Kent, who formerly promoted dances in Virginia cities, promoted the dance and said he planned to bring Negro name bands here regularly in the future.

Heidt Opens Springfield Ballroom With \$3,850

SPRINGFIELD, Mass., June 1.—Horace Heidt drew 3,600 persons to the new ballroom at Riverside Park here for the opening night, May 29. With admission prices scaled at 99 cents each in advance sale and \$1.10 at the gate the evening of dance, gross receipts were estimated to be \$3,850 by Edward Carroll, owner and manager of the park. Heidt is the first of many name bands that will appear at the park during the season, scheduled for every Wednesday night, with "Bands of Tomorrow" scheduled for other nights during the week.

THE CASINO, dance spot in lower New Orleans, opens today (1) under management of Jerry Woods. Tony Americo's Ork has been signed for the music making Tuesdays, Thursdays, Saturdays and Sundays.

CAMPUS NIXES LA CONGA

Music Items

Songs and Such

JOHN GART, organist on Mrs. Eleanor Roosevelt's soap program, has titled the theme song *Our Lady*, dedicated to the First Lady. As yet unpublished.

Wet from the pens of Albert J. Randolph and George A. Gibbs Jr. is *Roses for a Lovely Lady*, United Music publishing.

The South comes in for a few more musical dedications with a revival of *Sing Me a Song of the South*, by George Norton and James W. Casey, and *Little Cotton Dollie*, by Richard H. Buck and Adam Geibel. On the Jerry Vogel catalog.

Leeds Music has taken instrumentals from Tommy Reynolds, *Once Over Lightly*, and Will Osborne-Dick Rogers, *Dry Bones*.

Joe McDaniel Music Co. is publishing *You Will Never Grow Old to Me*, by Max Emlenbery.

The London song-plugging situation concerning heavy bribes to orchestra leaders to plug tune titles over British Broadcasting Corp. network took a new turn recently when the question came up in the House of Commons on whether or not BBC was remiss in allowing batten-wavers to accept bribes when its contracts with the leaders contained a clause forbidding the practice.

Sir John Reith, then Minister of Information (since replaced by Alfred Duff Cooper), admitted the "evil" and said that while a cure seemed impossible, BBC was doing all in its power to minimize it. Different opinion, however, prevails in music publishing circles to the extent that BBC has shut its eyes to the practice, but in return leaders were paid less than existing value.

At the moment publishers are attempting to legalize the "bribe" by setting a scale for plugs. Price now under consideration is \$10 per song and \$20 for special orchestrations. Specially orchestrated songs, however, must be played twice for the same price.

Publishers and People

LARRY POTIN, maestro at Willow Grove Amusement Park, Philadelphia, penned *Doing the Boccio*, which promises to be a long-distance song, having 124 measures to the chorus.

Joe Frassetto, music master at WIP, Philadelphia, introducing *From the Moment We Met*, fashioned by Bob Russell, came at Jack Lynch's in the same city. Russell is also set to have Bing Crosby do the introducing on his *Tired of Everything Without You*.

Aiming to get it sanctioned as the official song of the Republican National Convention, Otto W. Kulling, Meadowbrook, Pa., publishes *Yes, Yes, Tomorrow*.

Akron Dog Tracks Now in Ork Market

AKRON, June 1.—Two competing dog tracks in this district will battle it out for patronage this summer thru the medium of nationally known orks. Bands will replace circus, vaudeville and thrill acts used in former years, operators revealed.

John Paul Finnagan, exploitation chief at near-by Brimfield track, brought in George Duffy as an attraction for his opening recently, and promised a parade of name bands to continue Monday nights thruout the season. Early future attractions include Little Jack Little, Don Bestor and Russ Morgan.

Altho Brimfield jumped the gun on the opposition Lake Milton track, the latter went Finnagan one better and booked Ted Lewis for four consecutive nights, starting May 29, the most pretentious dog track entertainment offering on record in these parts.

Use of bands by the two major tracks opens up a new field for orks playing this territory, and bidding between the two track operators is reported to be keen, each striving to obtain the biggest and best names available.

A RECORDED program presented by a local soft-drink concern over Station CERM, Regina, Sask., gives credit to The Billboard for information as to the 10 top tunes of the week. Broadcast is aired every Saturday.

Latin American Music Far From Popular With Collegiate Youth

66 schools out of 108 definitely against it—some like it for listening, not for dancing—only 8 fave bands—Cugat most liked

NEW YORK, June 1.—With Latin American music looming large on the dance horizon as the next universally popular terp craze, *The Billboard* this year extended its annual survey of the musical tastes of collegiate America to include two questions concerning campus reactions to rumbas, congas and tangos and to the orchestras that interpret them. The results prove that anyone in the music business who is convinced that the South American way is as solidly entrenched all over the country as it is in a number of metropolitan centers is being slightly premature in his figuring. The college kids—who form so large a part of dancing America, and who are so largely responsible for the creation or destruction of existing dance styles—have not thus far followed the lead of their elders in large cities in the matter of taking the one-two-three-kick rhythms to their bosom. In short, the prom-trotters are almost overwhelmingly anti-Latin music.

To the editors of 108 college newspapers, humor magazines and campus mags *The Billboard*, in its third yearly poll of collegiate preferences in bands and music, put the following queries: "What is your student body's attitude toward Latin American dance music, such as congas, tangos and rumbas?" and "Does your campus have any particular favorite orchestras specializing in this type of music, and if so, who?" The editors (whose votes for Glenn Miller as the most popular band, Elmy Eberic alias Bonnie Baker the most popular vocalist, Woody Herman the most up-and-coming among the newer bands, and for sweet-swing as the successor to swing have been recorded on these pages in recent issues) prove that what may be exceedingly popular in the way of music or dancing in the hotel supper rooms and night clubs of New York and other centers of sophistication is not of necessity favored elsewhere.

OKEH FOR SOUND

On 66 campuses out of the 108 represented in this year's survey the rumba, the conga and the tango are definitely de trop. The aversion runs from mild to vehement, but as far as these 66 schools are concerned they'll stick to the good old American way without the South. In some cases the reason is a marked unfamiliarity with the type of music and dancing itself; in others the kids know what it's all about but turn thumbs down for one reason or another.

Violent

NEW YORK, June 1.—Feeling ament Latin-American stuff at Presbyterian College, Clinton, S. C., runs pretty high, but in a decidedly adverse way. Says the spokesman for the school, "The students here are definitely thumbs down on the Latin-American dance music. Congas, rumbas and tangos are the most forbidden styles on the campus. The orchestra which comes here and plays such stuff is liable to assault and battery."

Pair warning, maestri.

The remaining 42 institutions of higher learning are divided to the extent that 28 of them express a liking for the south-of-the-border rhythms, a liking that varies from very strong to lukewarm, while 14 are in agreement that the stuff is all right to listen to, but that it can't be danced to. The latter point is, of course, open to debate, and there are no doubt numerous addicts of the one-two-three-kick who would rise indignantly to the defense. But the fact remains that it is the way certain campuses feel about it, and it's an important point to be considered in any prognostications as to the future of Pan-American dissemination on a national basis.

Altho the immediate success of this type of rhythm within the nation's ivy-clad walls seems doomed, judging from the approximately two-thirds vote against it, a significant point is found in the fact that more than half of the schools in favor of it are located far from metropolitan centers, and in quite a few

instances are colleges whose student bodies are drawn more from the country than from the cities. The explanation would seem to lie in the impression created by recordings, dance remote programs, and in certain cases orchestras brave enough to trot out a rumba or two while playing a prom at the particular school.

CUGAT TOPS

The lack of general collegiate interest in South American dance styles is pointed up by the nomination of only eight orchestras as the most favored purveyors of this kind of rhythmpation. Of the octet Xavier Cugat romps home the winner by the substantial margin of 18 votes, as against two for his nearest competitor, Andre Kostelanetz. One mention apiece is chalked up for Carlos Molina, Ernie Madriguera, Ruby Newman, Leighton Noble, Sammy Kaye and Don Alfsdo Gama. No comment as to selections was asked for.

Unpaid Advt.

NEW YORK, June 1.—A nice plug for one of Latin-America's prize ambassadors of musical good-will is inserted by the University of Missouri, Columbia, in stating its reaction to the rhythms of that territory.

The college ed speaking: "Okeh to listen when Carmen Miranda is singing, but not for dances."

Some of the comment, reasons and thoughts pro and con on the basic attitudes of the student toward the terp invader from the South, however, are particularly pertinent and revealing. As in previous issues of *The Billboard* wherein the college eds spoke for themselves regarding their choices of fave orchestras, singers and dance styles, they are again given the floor to express their likes and dislikes as to the Latin beats.

Williams College, Williamstown, Mass., feels that "altho there has been a slight interest brought from New York City, it remains more as a curiosity, a novelty, but it is taking hold rapidly. Give it just a bit more time." Bates College, Lewiston, Me., isn't, however, as charitable to the Pan-American interloper— "This type of music is tolerated rather than enjoyed here at Bates." Northeastern University, Boston, finds it "good for variety, but not to be played too frequently."

Boston University registers the complaint that "we favor it but don't get enough of it," while Massachusetts Institute of Technology, Cambridge, Mass., stays sort of on the fence and calls it "interesting, but undanceable and typed." College of the City of New York, despite its proximity to one of the strongholds of the new trend, says "there is just beginning to be a demand for

Too Ignorant

NEW YORK, June 1.—Honesty in self-analysis apparently is one of the major courses at the State University of Iowa, Iowa City. Editor of the school's paper in analyzing any interest in south-of-the-border rhythms on his campus, puts the blame not upon the music but upon the students themselves.

In his own words, "We Middle Westerners are too ignorant to appreciate it. We know not how to tangle with tangos."

Is That So?

NEW YORK, June 1.—University of Washington, Seattle, reports its attitude on congas, rumbas, et al., in a picturesque if perhaps a slightly vague sort of way.

"We like to listen to them occasionally," says the college's newspaper editor, "but not dance them. They are a little too too."

them (congas, rumbas, etc.), but it is still very slight, with the conga in the lead." "Provide novel entertainment" is the way Baltimore (Md.) City College dismisses the subject.

TIME ELEMENT

University of Florida, Gainesville, sums up the situation with a significant "we have not paid much attention to congas and rumbas—yet." That last word, indicating possibly the shape of Latin American things to come, may well be the key to the whole thing. Brooklyn College, New York, also makes a point of the time element by declaring that its reaction is "favorable, but of course a sufficient period of time must elapse before this type of music and dancing can really assume a top position."

The apparently glamour-struck gals of Texas State College for Women, Denton, think that "the conga, as seen in the movies, has possibilities of becoming popular here." Rice Institute, Houston, Tex., advises, a little ambiguously, "treat it as novelty and still stick to the old style. A decided interest has been shown recently to try these steps." Brigham Young University, Provo, Utah, puts this music on a high plane by stating that "it seems to be taking over the place formerly held by swing, only it is played slow or semi-slow instead of fast like swing."

University of Louisville, Kentucky, is "receptive" to the new style, while "about 30 per cent" of the University of California at Los Angeles are "in favor of partial Latin music." "Nice to listen to, but terrible for dancing" is the way the University of Tennessee, Knoxville, looks at the situation, with the "good-listening-hard-to-dance-to" viewpoint echoed in many schools from Maine to California.

Next week *The Billboard* winds up its third annual college poll with the results of one of the most vital questions of the survey—that having to do with phonograph records and their importance in popularizing orchestras as well as the part they play in the actual selection of a band to play a college prom.

To appreciate fully the tremendous collegiate interest in recordings, and the extent to which platters influence prom committees in picking bands, be sure to read next week's issue of *The Billboard*.

Hostile

NEW YORK, June 1.—Haverford College, Haverford, Pa., seems to be plunged into a dangerous mood when the strains of a conga, rumba, tango, son, samba or what have you drift thru the sacrosanct educational walls. "The student body's attitude is one of 'hostility,'" says its spokesman.

Hudson Drops Decision To Local Salem Combo

SALEM, Mass., June 1.—A local Polish combo outdoor Will Hudson here on Decoration Day eve (29).

Hudson, playing at the North Shore Gardens, drew about \$325 when close to 500 turned out despite cold weather. Lou Gonet's Krakowiaki Orchestra, playing at Falcon's Hall, garnered close to \$375 with over 900 persons.

Besides the cold weather both bands had to contend with a high school prom and two club dances.

Templeton on Columbia

CAMDEN, N. J., June 1.—Alec Templeton, Victor recording artist, transfers his wax affiliation, going over to Columbia Recording Corp. for cuttings on Columbia's new Green label, devoted to the lighter side of the classics. The blind pianist-performer has also been set to share the guest podium with Oscar Levant in an all-Gershwin program on July 1 at Robin Hood Dell in Philadelphia.

Bands on Tour

Advance Dates

HORACE HEIDT: Panobie Lake, Salem, N. H., June 7; Pier Ballroom, Old Orchard, Me., 8; Lake Compound, Bristol, Mass., 9.

BOB CROSBY: Lyric Theater, Indianapolis, June 7 (week); Strand Theater, New York, 28 (2 weeks).

ORRIN TUCKER: Palace Theater, Cleveland, June 7 (week); Stanley Theater, Pittsburgh, 14 (week); Capitol Theater, Washington, 21 (week).

DICK BARRIE: Chippewa Ballroom, Chippewa Lake, O., June 7-13; Graystone Ballrooms, Detroit, 19, 21, 22, 23.

GUY LOMBARDO: Univ. of Virginia, Lexington, Va., June 7-8; Totem Pole, Auburndale, Mass., 11-15.

EDDY DUCHIN: Univ. of North Carolina, Chapel Hill, June 8; Plaza Theater, Asheville, N. C., 9; Joyland Park, Lexington, Ky., 10; Dreamland, Kenova, W. Va., 12; Sunnybrook Ballroom, Pottstown, Pa., 15; Roton Point Park, South Norwalk, Conn., 16; Harvard Univ., Cambridge, Mass., 17; State Armory, Hartford, Conn., 20.

DICK JURGENS: White City Park, Herrin, Ill., June 8; Hollywood Park, St. Cloud, Wis., 10; Bluff View Park, Broadhurst, Wis., 11; Crystal Ballroom, Dubuque, Ia., 12; Eastwood Park, Detroit, 14-20; Shad Oak Ballroom, Clinton, Ia., 21; Val-Air Ballroom, Des Moines, 22; Turnpike Casino, Lincoln, Neb., 23; Lakeside Pavilion, Denver, 25.

EVERETT HOAGLAND: Crystal Beach Park, Vermillion, O., June 9.

HENRY BUSSE: Paramount Theater, Hammond, Ind., June 9.

WILL BRADLEY: Auditorium, Asheville, N. C., June 11; Hershey (Pa.) Park, July 20.

MICHAEL AYRES: Roton Point Park, South Norwalk, Conn., June 9; The Commons, Andover, Mass., 12; Fordham Club,

Des Moines Spots Set for Big Season

DES MOINES, June 1.—Opening of outdoor dance season in this territory finds operators expecting heavy business after renovating and new construction in many spots.

Newest spot is \$35,000 Riviera at the New Riverview Park here, with Manager Irving H. Grossman planning on booking traveling bands for one-week engagements as well as one-nighters. Louis Panico opened park on Friday (24), with Don Bestor to follow.

Grossman plans popular prices to overcome week-long stops of bands. Riviera will seat 1,000, with ballroom facing lagoon on three sides.

Tom Archer opened his Val-Air in Des Moines last Saturday (25), with two dance floors, one in the open, as the features. He opened his Shore Acres at Sioux City on May 18.

Larry Geer has renovated his Expo Park at Fort Dodge and Cobblestone at Storm Lake in preparation for the summer.

Chi Savoy Ballroom Mgr. To Operate Wis. Dants

CHICAGO, June 1.—Edward J. Gilmartin, for the past two years manager of the Savoy Ballroom, sepa amusement center here, left to take over direction of Lake Lawn summer resort ballroom at Delavan, Wis.

Robert W. Mackie, proa of the company operating the Savoy, says full program of activities will continue throught the summer, altho no one as yet has been selected to take Gilmartin's place.

Budd Lake, N. J., 14; Totem Pole, Auburndale, Mass., 17-22; Hershey (Pa.) Park, 26.

Selling the Band



Exploitation, Promotion and Showmanship Ideas By M. H. ORODENKER

Record Tie-Ups

IN MUCH the same manner, tho the scale is smaller, as the deal engineered by Music Corp. of America with the Wurlitzer music machines, Columbia Recording Corp. has worked out an exclusive deal with the Arthur Murray dance studios spotted throught the country. The terp tutor will use, at his 100-odd dance studios, Columbia, Vocalion and Brunswick records exclusively. Special promotional material is being readied by Columbia to plug this tie-up. Murray has also co-operated with diagrams and dance steps for the booklet in the Desi Arnaz conga album and a forthcoming tango album.

Of a single nature is the three-way tie-up between Columbia, the Davega music stores in Jersey City, N. J., and G. J. Ingram, of *The Jersey Journal* and master of ceremonies on the WAAT Stardust interview program. Ingram features Columbia recording artists on interviews, with Davega running window displays of pictures, records and streamers for a full week before the program.

Personal appearances at a Hollywood-type opening always pay off in newspaper and pictorial space. A new field for such openings, in the East at least, presents itself in the super food market field. David O. Alber had Sea Wain, the past week, cutting the ribbon marking the official opening of a new food market in New York. The super-markets on the West Coast have real Hollywood openings. The field is wide open here.

Alber also chalked up a neat stunt for Mother's Day in a tie-up for Sammy Kaye with Postal Telegraph. Sammy wrote a special song for the occasion which Postal featured as part of its singing greeting service on that day. To exploit the tie-up, Postal made up large posters displayed in all Postal station windows.

Envelope Stuffers

TWO new and clever band exploitation direct mail folders have been devised by Art Talmadge, of the Music Corp. of America art department in Chicago. The front of one has the drawing of a swami looking into a small crystal ball which is made out of actual glass, an inexpensive embellishment. Said swami looks into the crystal and predicts great things for the band depicted on the inside covers — in this case, it's Dick Jurgen.

The other piece makes most of the jig-saw puzzle gag, with a cut-up picture of the band leader reproduced. The only discernible part is the maestro's face. The copy reads: "It's no puzzle if you want a money-maker for your ballroom. Your problem can easily be solved by choosing one of America's outstanding dance bands." Name of the leader (Griff Williams) and current engagement follows.

For the opening of the summer season at Crystal Ballroom, Carsonia Park, Reading, Pa., a standard stand for the traveling names, interest in the initial dance was heightened by a prize drawing among the ticket holders. Lady holding the lucky number was the winner of a diamond ring.



NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

The Billboard

COMPREHENSIVE GUIDE TO SONG POPULARITY ★
FOR WEEK ENDING FRIDAY, MAY 31

SONGS WITH MOST RADIO PLUGS INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL	EAST	WEST COAST	Position Last Wk. This Wk.	Title	Publisher	Ret.	Plugs	Index
1 1. THE WOODPECKER SONG	4 1. Imagination	1 1. The Woodpecker Song	1	1. IT'S A WONDERFUL WORLD	Robbins	36	7	
3 2. PLAYMATES	1 2. Playmates	3 2. Playmates	2	2. BELIEVING	Spier	30	21	
2 3. THE SINGING HILLS	2 3. The Woodpecker Song	8 3. Imagination	3	3. SHAKE DOWN THE STARS	Bregman, V. & C.	25	15	
4 4. WIND AND THE RAIN IN YOUR HAIR	6 4. Shake Down the Stars	5 4. Wind and the Rain in Your Hair	4	4. WOODPECKER SONG	Robbins	23	17	
7 5. IMAGINATION	3 5. Say It	9 5. Say It	5	5. MAKE BELIEVE ISLAND	Miller	22	21	
6 6. SAY IT	7 6. Make Believe Island	2 6. The Singing Hills	6	6. YOURS IS MY HEART ALONE (M)	Karna	22	14	
5 7. WHEN YOU WISH UPON A STAR	7 7. Wind and the Rain in Your Hair	4 7. When You Wish Upon a Star	7	7. SAY IT (F)	Famous	21	34	
8 8. MAKE BELIEVE ISLAND	5 8. The Singing Hills	— 8. Make Believe Island	8	8. MY, MY (F)	Famous	21	5	
9 9. LITTLE CURLY HAIR IN A HIGH CHAIR	8 9. Little Curly Hair in a High Chair	15 9. Little Curly Hair in a High Chair	9	9. IMAGINATION	ABC	18	27	
10 10. A LOVER'S LULLABY	12 10. Alice Blue Gown	7 10. A Lover's Lullaby	10	10. WHERE WAS I? (F)	Remick	17	13	
11 11. ALICE BLUE GOWN	— 11. I Can't Love You Any More Than I Do	6 11. Shake Down the Stars	11	10. WHERE DO I GO FROM YOU?	Mercer	17	1	
12 12. ANGEL IN DISGUISE	11 12. When You Wish Upon a Star	— 12. Where Was I?	12	11. WIND AND RAIN IN YOUR HAIR	Paramount	16	9	
14 13. TOO ROMANTIC	10 13. Angel in Disguise	— 13. Polka Dots and Moonbeams	13	12. PLAYMATES	Santly, J. & S.	15	20	
— 14. TUXEDO JUNCTION	15 14. God Bless America	14 14. Let There Be Love	14	11 12. I CAN'T LOVE YOU ANY MORE	Olmak	15	17	
— 15. WHERE WAS I?	14 15. Too Romantic	12 15. Too Romantic	15	11 12. THE BREEZE AND I	Marks	15	11	
			16	8 12. SIERRA SUE	Shapiro, Bernstein	15	7	
			17	1 12. TOO ROMANTIC (F)	Paramount	15	6	
			18	10 13. LITTLE CURLY HAIR IN A HIGH CHAIR (F)	Felst	14	22	
			19	14 14. DANNY BOY	American	13	2	
			20	12 15. ANGEL IN DISGUISE (F)	Witmark	12	4	
			21	— 16. OLD NICKEL MAN	Robbins	12	0	
			22	— 16. I LOVE YOU TOO MUCH	Leeds	11	8	
			23	15 17. BLUE LOVEBIRD (F)	Felst	11	4	
			24	— 16. FOOLS RUSH IN	Bregman, V. & C.	10	20	
			25					
			26					
			27					
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			50					

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABO) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending Friday, May 31. Independent plugs are those recorded on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Lido Country Club, Long Beach, L. I., N. Y.

Talent policy: Dance and show band; floor shows at 9 and 12. Management: Frank Seiden, operator; Chas Seiden, manager; Jim Horowitz, host; David E. Green, press agent; Abner Greshler, director of entertainment; food department under management of W. E. Palmer. Prices: Dinner from \$1.75; drinks from 50 cents. Interiors by Joe Leaman. W. Albert Swasey, architect.

Long an exclusive summer resort catering to the wealth of New York and environs, it has been opened this season to the public for the first time after it was secured by the Frank Seiden management. Located some 25 miles from Manhattan, this layout, luxurious to the nth degree, has everything in its favor to draw the money people: a palatial hotel, a wide and well-kept beach on the Atlantic Ocean and a country club

with complete facilities.

The entertainment is concentrated in the club's dining room, which has been completely and seasonally redecorated. It is a gay and beautiful room with a seating capacity of 600 to 700, in addition to a bar and cocktail lounge adjoining the main spot.

The country club opened Decoration Day and entertainment policy opening night was still rather vague. As an opening flash the management brought in Enric Madriguera's Band, Benny Fields, Jane Pickens, George Tapps and Ramon and Renita. Fields and Miss Pickens were in for one night only and Cross and Dunn came in Saturday for a brief run. From all appearances management will play up personalities on its floor, particularly those who are favorites with the Florida wintering crowds.

Usual opening-night mishaps were on hand, but they are of little consequence. Once the policy is set, there is no reason why the spot will not continue to draw its share of the higher bracket trade. The initial crowd was a heavy and classy one.

Ramon, of Ramon and Renita, emceed at the opening but was not on with his partner at the first show. That left the entire show in the hands of three singles. Jane Pickens, highly commercial prima donna, opened with a series of strong songs sold in a novel way. She works in a very intimate style, strolling about the floor while singing. She is a lovely personality on the floor; sophisticated, but in an agreeable way. Her set included *Let There Be Love*, *Summertime*, a funny opera singer's version of pop tunes and finally a straight operatic bit.

George Tapps followed with his smooth ballet-tap specialties, selling his fare in a smart manner. There still remains some distraction in his facial mannerisms which smack of affectation, but fortunately they are gradually being reduced to a minimum. His closing bit, a hooper of the old vaude days, is a highlight of the lighter variety.

Benny Fields, with high hat and cane and minstrel gab, closes. Benny's merchandise is well known to his friends and he had many of them opening night to buy it. He stayed on a bit long, but the customers kept applauding for more. Opened with a ditty in rumba tempo, then turned to *Too Romantic*, *Minstrel Man* to *Washington*, *Melancholy Baby*, *It's Delorely* and *Shadrack*. His wife, Blossom Seely, who is referred to in his act, was on the side line as a visitor.

Enric Madriguera's American and Latin band could have been used to swell advantage in the show with a couple of novelties, but apparently lack of time prevented that. The outfit plays American music capably and excels in Latin rhythms dished out in true native style. Rumbas, tangos and congo chain dances had the dance floor swarmed with customers. Vocals are ably furnished by Patricia Gilmore, who delivers impressive versions of current American hits, and by Sarita Herrera, Spanish warbler who lends authentic vocal color to the Latin numbers. During the rumba sets Ricardo Lamar in a native costume assists Miss Herrera at the bongos. For further vocal embellishment the Star Tunesters, harmony trio; background Miss Gilmore in special arrangements.

Sam Honigberg.

Bon Air Country Club, Wheeling, Ill.

Talent policy: Band for show and dancing, and relief band; floor shows at 8:45 and 11:45; Saturdays 8:30, 11:30 and 2. Management: Sam Rose, producer; Chuck Dusal, publicity. Prices: Dinner from \$2.50; drinks from 60 cents; minimum, week days, \$2.50; Saturdays, Sundays and holidays, \$3.50.

The finest night spot in the Middle

Night Club Reviews

West and among the finest in the country. Bon Air opened its third season Tuesday (28) with a scintillating show presented to a capacity crowd of nearly 1,200. Located 35 miles north of Chicago's Loop but drawing most of its patronage from the city, the club is set amid beautifully landscaped grounds. The interior is a veritable show place. Main dining room seats close to 1,000, adjoining room 150, and off the main entrance is a large oval bar.

Initial show, staged by Sammy Rose, is lavishly dressed and features Tony and Renee De Marco, top dance team. Opening stanza is an elaborate production number with the 16 Belles of Bon Air doing a modern strut with acro interludes to music of *Rush Me Off*, on the elevated stage, and finishing with the Four Ambassadors in whirlwind acrobatics featuring a clever rope-jumping stunt.

Gracie Barrie, petite eye-ful, won plaudits with a song session that included *My, My; Say It, Woodpecker* *Serenade* and *God's Country*. She has a full, rich voice and, altho hampered by an inadequate p.-a. system, delivered her numbers splendidly.

The 16 Belles are on for a gorgeous *Indian Summer* number in which the rising circular stage in center of main stage is used for some beautiful posing effects.

Al Bernie, mimic, pleased with excellent comedy impersonations of Charles Laughton, W. C. Fields, Charles Boyer, Mussolini and others and also was a competent emcee.

The DeMarcos, outstanding in their field, won repeated applause for their magnificent routines. Instead of the usual long evening gown, Renee wore a near knee-length dress of brilliant red that set off her figure to perfection, and the innovation was sensational. Team has an easy grace that is charming and their repertoire included a Chopin waltz, a *Volga Boatmen* arrangement; *Sperks*, with special arrangement by Emil Coleman, and *Hello, Darling* from the picture *Zeis*. Show closes with the DeMarcos and the 16 Belles giving a beautiful interpretation of the *La Conga* to *El Rancho Grande*.

Glyde Lucas and his California Dons play highly danceable music, offering a pleasing variety that includes current pops and an abundance of tango, rumba and congas. Lucas has a well-balanced orchestra of 12 versatile men and his arrangements are exceptionally good.

Sam Rose has put together a very fine show, gorgeously costumed and admirably presented.

Excellent intermission music is furnished by the Dukes (7) and their Duchess.

Nat Green.

Bowery Cafe, Detroit

Talent policy: Dance and show band; floor shows at 9:15 p.m. and 12:30 a.m. Management: Frank Barbaro, manager; Peter J. Iodice, booker. Prices: Dinner from 85 cents; drinks from 35 cents; 25-cent admission charge.

Mickey Colbertson, exotic veil dancer, opens in a darkened stage number, marking the slowly deliberate rhythm of her dance with Oriental bells. Julio and Jean Tudell, in a South American dance, exhibit more balanced teamwork than common in this style, with Julio doing a good assist to his partner's more spectacular poses, especially on whirle.

Marcia Wayne does sophisticated tap on the Eleanor Powell style. Alexander Sedoff, first winner in the Bowery's talent contest over 1,000 entrants, is a dramatic baritone with volume, expression and control. Effective in *Old Man River* and *Wagon Wheels*. His technical resources are okeh; needs to relax and get away from effect of his conventional stage gestures.

The Hackers, despite a heavily dance-conscious bill, wowed the crowd, opening in a very graceful control-ballroom routine that casually dissolves into ludicrous errors. They have good comic sense, the girl gracefully playing straight and obviously surprised at and apologetic for his errors. Hacker does a solo *Cleopatra* and *Cesar* number for a comedy smash finale.

Sophie Tucker, opening to an ovation, has her own thoroly individual zest and fire in a balanced mixture of recitatives and ballads delivered in that deep-voiced style that adds to the quality of sincerity. Does a rumba number in happy-go-lucky style that gets a grand hand and had the crowd singing choruses with

her. Only closing time stopped her. Typical numbers were *After You're Gone*, *Robert E. Lee*, *Harvest Moon*, *You've Got To Be Loved To Be Healthy*.

Larry Sinclair Jitterbugs provide a wild sock finish for the show.

Benny Reah and his band also do specialties. Charlie Carlisle, emcee, is developing a new Chaplinesque side of his style. Johnny King, dramatic tenor, and the 12 Eve Ross Boverettes in colorful cane and flag production numbers round out the show.

H. F. Reeves.

Lookout House, Covington, Kentucky

Talent policy: Floor shows at 9:30, 12:30; dance and show band. Management: Jimmy Brink, owner; George Kane, press agent. Drinks from 35 cents; dinners from \$1.50. Minimum \$1.50 week days and Sundays; 2 Saturday.

Along with the Beverly Hills Country Club this spot continues to share the bulk of the business from the sportier spending element in the Cincinnati area. With the dropping of the cash bingo features, Manager Brink plans an even more ambitious talent parade, beginning June 11 with Sophie Tucker and following with Lani McIntire's Hawaiians, Harry Richman and others.

Current offering, which opened Tuesday (28), measures up to standard. Don Arden's talented Artists' Models (8) give the layout a flying start with a novel bouncing-ball routine. Emcee Jackie Marshall introduces first Alma and Roland, nicely garbed, youthful and lively ballroomers, who set themselves in solidly with a spritely bit of double toe work.

Mel Ody injects a bit of comedy into his juggling of wand, balls and Indian clubs and the twirling of the parasol and ring. His juggle isn't overexciting, altho it registers okeh. Comedy attempts and accompanying chatter could stand renovating, however.

Don Arden, who has built himself an enviable reputation here with his original production ideas, leads his lookers with an effective and graceful soft-shoe routine to *Moonlight Serenade*, with George Wald's ork lads giving the number a backing with glee club warbling of the ditty from the floor stage.

While Marshall, a holdover, needs a bit more polish and better material for the emcee duties, he's a riot in his own spot. As a singer of character songs and comedy impersonator he ranks with the best. He did *Laugh! I Thought I'd Die*, a drunk version of *Pixies on Parade*, *Three Little Fish*, *Night and Day* as a radio announcer might do it and his familiar hat routine. A master of facial contortion, Marshall works like a Trojan and sells smoothly. He had difficulty getting away.

Alma and Roland return to contribute an original version of the New Orleans strut, which, altho crabbed by the spotlight man, registered solidly. *A Boogie Woogie* encore sent them away to a solid mitting.

Peter Higgins, Irish tenor and a favorite here, bowled them over with his excellent song wearing. His easy style, sly humor and intimate manner caught the customers from the go. Sang *Did Your Mother Come From Ireland?*, *All the Things You Are*, *Woodpecker Song*, *Too Romantic*, *Ballad*, *Irish Eyes*, *I Told Every Little Star* and *Vieni Vieni* and was forced to beg off.

Arden Girls closed with a *Dresden Doll* (See NIGHT CLUB REVIEWS on page 20)

Grace on Skates...

NATHAN WALLEY

AND

EDITH DUSTMAN

★

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HOTEL NEW YORKER
NEW YORK

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says The Billboard

ALFRED TRENKLER

Comedy
Capers on Ice

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HOTEL NEW YORKER, NEW YORK

Direction:
General Amusement Corp.
Per. Mgr., Tom Martin

GARY STONE

currently

EMPIRE ROOM

PALMER HOUSE, CHICAGO

Direction: Eddie Elkort, MCA Artists, Ltd.



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 (14 PEOPLE IN ALL)

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The Three STAR TUNESTERS



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15 MINUTES

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- Breezy BOLEROS
- Riotous RUMBAS
- Tantalizing TANGOS
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 JUNE 4th

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 BOSTON, MASSACHUSETTS



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 supported by
Ricardo Lamar
 at the Bongos



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 EIGHT OFFICES TO SERVE YOU, EACH OFFICE A COMPLETE UNIT IN ITSELF

(Routes are for current week when no dates are given.)

A
Abbott Girls (Bal Tabarin) San Francisco, ca.
Aces, The Two (Hortonia) Chi. h.
Allard & Anise (Cotton) NYC, ca.
Alma & Roland (Lookout House) Covington, Ky., ca.

B
Baker, Muriel (Chateau Moderne) NYC, ca.
Baker, Bonnie (McKean) Detroit, t.
Baldwin & Bristol (Overview Beach) Pennsylvania, ca.

C
Calkins, Maxine (606) Chi. h.
Diamond, Maxine, Three (Strand) NYC, t.
Dinorah (Jimmy Kelly's) NYC, ca.

D
DeShon, Maxine (606) Chi. h.
Diamond, Maxine, Three (Strand) NYC, t.
Dinorah (Jimmy Kelly's) NYC, ca.

E
Eames, Wally (Gay '90s) NYC, ca.
Egan & Josephine (Lexington Casino) Phila., ca.

F
Fahlan & Ehlen (Commodore) Detroit, ca.
Farrar & Farrar (Queen Mary) NYC, ca.

G
Gallahan Sisters (Astor) NYC, h.
Gibson, Billy (Beverly Hills) Newport, Ky., ca.

H
Hadley, Jane, Dancers (Bismarck) Chi. h.
Hedraus, Jimmy (Paladium) London, m.

I
Imagard & Alan (White) NYC, h.
Jacqueline (Goscho) NYC, ca.
Jagger, Kenny (Whitties Stevens Point, Wis.)

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE
of the Billboard
Acts-Units-Attractions
Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATIONS OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club;
h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

DeShon, Maxine (606) Chi. h.
Diamond, Maxine, Three (Strand) NYC, t.
Dinorah (Jimmy Kelly's) NYC, ca.

D
DeShon, Maxine (606) Chi. h.
Diamond, Maxine, Three (Strand) NYC, t.
Dinorah (Jimmy Kelly's) NYC, ca.

E
Eames, Wally (Gay '90s) NYC, ca.
Egan & Josephine (Lexington Casino) Phila., ca.

F
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G
Gallahan Sisters (Astor) NYC, h.
Gibson, Billy (Beverly Hills) Newport, Ky., ca.

H
Hadley, Jane, Dancers (Bismarck) Chi. h.
Hedraus, Jimmy (Paladium) London, m.

I
Imagard & Alan (White) NYC, h.
Jacqueline (Goscho) NYC, ca.
Jagger, Kenny (Whitties Stevens Point, Wis.)

J
Jagger, Kenny (Whitties Stevens Point, Wis.)
Jamison, Bonnie (St. Paul) St. Paul, h.
Jarvis, Sammy (Book-Cadillac) Detroit, h.

K
Kavan, Alice (Sherman) Chi. h.
Kaye, Danny (Paramount) NYC, t.
Kaye, Don (Brogan's) Buffalo, no.

L
La Mar, Irene (Leon & Eddie's) NYC, no.
Lambert, Prof. (Diamond Horseshoe) NYC, no.

M
Mallory, Mickey (Cinderella) NYC, no.
Mann, Jerry (Club Royale) Detroit, no.

N
Newell, Bob (Mt. Royal) Montreal, Que., h.
Neelson, June & Kay (Ambassador West)

O
O'Connell, Helen (Pennsylvania) NYC, h.
O'Heman, Rita & Ed (Strand) NYC, t.

P
Page, Lucille (Roxy) NYC, t.
Paige & Parker (Westminster) Boston, no.

McCarthy, Helen (Barney Gallant's) NYC, no.
McHugh, Lila (Gangplank) NYC, no.
McMahon, Larry (Caravan) NYC, no.

M
McCarthy, Helen (Barney Gallant's) NYC, no.
McHugh, Lila (Gangplank) NYC, no.
McMahon, Larry (Caravan) NYC, no.

N
Newell, Bob (Mt. Royal) Montreal, Que., h.
Neelson, June & Kay (Ambassador West)

O
O'Connell, Helen (Pennsylvania) NYC, h.
O'Heman, Rita & Ed (Strand) NYC, t.

P
Page, Lucille (Roxy) NYC, t.
Paige & Parker (Westminster) Boston, no.

Q
Quinn, George (Pop-Kye) Weymouth, Mass., no.

R
Rabner, Charlie (Park Society) NYC, no.
Ralph, Leonard (Barney Gallant's) NYC, no.

S
Sachs & Mirka (Le Ruban Bleu) NYC, no.
Sally, Ed (Cinderella) NYC, no.

T
Tamm, Frank (Lexington Casino) Phila., no.
Tavel, "Sue" (Park Central) NYC, h.

Night Club and Vaude Routes must be received at the Cincinnati office not later than Friday to insure publication.

POLLY JENKINS And Her PLOWBOYS
June 6, 7, 8, Strand Theatre, Ocean Grove, N. J.
June 14-15, Theatre, Pittman, N. J.
For bookings address personal representative, John Senger, 2216 Paramount Bldg., N. Y. C.

DRAMATIC AND MUSICAL ICE SHOWS ON TOUR

Evans, Maurice (Geary) San Francisco.
Ice Follies (Shipstead and Johnson) May 15-June 25, Winterland, San Francisco.
Ice Shows (Alpine Village) Cleveland, Pa.
Ice Shows (Association) June 16-23, City Auditorium, New Orleans.
Ice Shows (Pepper Pot) NYC, no.
Ice Shows (St. Regis) NYC, h.

Philly Smoker Shows Pinched; G-Strings Gone

PHILADELPHIA, June 1.—Anthony C. Sharkey, in charge of booking licenses for the State Department of Labor, is waging a drive against strip-tease smoker shows, warning that the booking of "indecent" entertainment is in violation of the license law.

This week found two smokers raided by Captain Murphy's vice squad. At a business men's annual dinner in the ballroom of the Rittenhouse Hotel, the squad pinched girls performing before 300 men. The dancers said they were Sandra Lydell, Marie Marie and Dottie Krouse. Four men were held on charges of conducting an indecent show, including the brother of an prominent vaude booker. Sharkey said the booker has been warned in advance about putting on the show.

The following day at Odd Fellows Hall Capt. John Murphy stopped a strip-tease for the Roedig Social Club. Performers identified themselves as Jean Shirley, Lydia Bertram, Helena Sylvester, Teddy Weber and Jean Bennett. The two bookers also warned in advance, were also held.

Sharkey said it was necessary to call a halt to the private strip-tease shows because they were getting out of hand. "Even the G-string wasn't sacred any more," he added.

Open Air Burly House in Revere

REVERE, Mass., June 1.—An open air burlesque house on Revere Beach opened to packed houses this week. Uses traveling show and will operate all summer. Nora Ford headlines opening show, which drew 1,000 persons Wednesday night despite cold weather.

Idea originated with Paul Bromley, who conceived the Marionette Room at the Hotel Brunswick, Boston. Since the room closed for the summer Bromley has operated Sunday vaude at Providence, R. I.

Shows are booked by Ben Ford agency of Boston.

MCA Ups Asking Price on Bergen

NEW YORK, June 1.—Submitting price for the forthcoming Eignr. Bergen unit has been upped by the Music Corp. of America to a sum reported to be between \$20,000 to \$22,500. So far there have been no takers for the outfit, altho interest has been evidenced by Dave Ideal, manager of the Fox, Detroit.

Local houses and several out-of-town theaters have indicated that the price is much too high.

Goldstein New AAA Agent Head

NEW YORK, June 1.—Hymie Goldstein was named president of the Associated Agents of America, moving up from the vice-presidency to succeed Barney Gillman, recently resigned.

Syd Leipziger, of the WOV Artists' Bureau, was named vice-president, and Oscar Lloyd will be secretary.

Samuel G. Harris, assistant to Leipziger at WOV, was made publicity director.

Waterbury To Reopen

NEW YORK, June 1.—The Max Brav Co., local producers, have taken over the Jacques Theater, Waterbury, Conn. Arrangements are being made for an immediate reopening of the house.

Empire, Newark, Burly Out

NEWARK, N. J., June 1.—Empire Theater ends its burly season tonight. Last show was Honey Bee Keller, Ann Smith, Vickie Welles, Harry Levine, Paddy Cliff and Foster and Jacobs.

Oakland Burly House Ad Goes to Town

OAKLAND, Calif., June 1.—The Moulin Rouge on a recent booking of *Adultery* ran this modest ad in the local papers:

"Adultery—Slaves of Passion—Playthings of Desire—Victims of Lust. Do not break the seventh commandment. This feature picture not recommended for minors."

Magic

By BILL SACHS
(Communications to Cincinnati Office)

DR. ARTHUR MARCUS, the "mad magician," is currently regaling the patrons of the 885 Club, Chicago, with his tricks, double-talk and gags. He's set there indefinitely. . . . **MARQUIS THE MAGICIAN** typewrites from New Bern, N. C., that many magi have played that territory in the past decade, but the natives still fondly remember Richards the Wizard, who showed that sector 10 years ago to lucrative results. . . . **HARRY OCELL**, "world's worst magician," of Detroit, made a cruise to Cuba last week to entertain for the International Rotary. He's slated for another Cuba jaunt in July for the Lions' Club International. . . . **THE WAND WARRIORS**, Detroit group, staged a show Sunday, May 26, for 60 members and guests. Those who entertained were Al Ramm, Stewart James, Harry Ocell, Harold Sterling, Del Raymond, Howard Strickler and Milton Kort. Bob Ungewitter emceed. . . . **FRANKIE H. WARE**, mentalist, is working Southern theaters. He was at the Princess, Haleyville, Ala., last week. . . . **KEMP'S MYSTERY SHOW** is reported getting a fair play under canvas in Northern Mississippi. . . . **THAT'S A CORNING** press book Kroger Babbs has prepared for Calvert the Magician's Egyptian *Follies*, mystery and girl unit, currently playing Midwestern picture houses, before beginning a West Coast jaunt under Babbs' direction. . . . **BRANDING** has just concluded a fortnight's stand at Mae and Mel Fernberg's Princess Club, Newport, Ky. . . . **SAM MAYER**, long active in Cincinnati magic circles, has quit his wholesale millinery business and is disposing of all his magic equipment and collection pieces. Mayer has been in ill health for some time. . . . **LOUIS COLLINS** (Roba the Magician) is touring the Missouri country with Gene Knight's med opy. . . . **LESTER LAKE** (Marvel) is doing emcee and presenting his *King Kong* novelty with Calvert's Egyptian *Follies*. . . . **CHARLES A. LEPELIER**, associated with the Rialto Theater, Lewisport, Pa., recently showed his wares at the May department store auditorium, Lewisport, for the Albright Brotherhood of the Evangelical Church. He has been giving shows thru Central Pennsylvania the last eight years.

DEFINITELY A COMER in magiedom is Gloria Jerome, youthful and attractive trick weaver, who last Thursday (30) closed a two-week stand at the Gibson Hotel, Rathskeller, Cincinnati. Strong on looks and a capable magic worker, Miss Jerome registered solidly with the Rathskeller patrons. She drew lavish praise from the Cincy magic lads who caught her turn. Miss Jerome was a visitor at the magic desk Wednesday of last week, accompanied by her mother, who is making the merry tour with her. Gloria learned her magic from her dad, Arthur Jerome, of Dallas, veteran magician and former showman. . . . **TUCKER KEY**, after a fortnight's stand at the Heidelberg Hotel, Jackson, Miss., has transferred his activities to the Cafe De L'Opera, New Orleans. He had as visitors at the latter spot last week Otis Manning and George Pearce, the latter one of the Crescent City's leading magic lights. . . . **J. ELDER BLACKLEDGE**, magician-lecturer, has left Indianapolis to do a summer cruise at Indian, Leelanau County, Mich. to remain until October 1. . . . **STUART CRAMER**, popular Cleveland magician, leaves there June 15 for a three-month tour of the Northwest, booked by MCA and the Bosberg Bureau. He carries his regular mental turn plus a full-evening show of small illusions. Cramer has been associated with Karl Germsin for many years. . . . **THE GREAT NICOLA**, according to a telegram received last week, is returning to his United States after months of fruitless effort in Singapore. Mr. and Mrs. Nicola are slated to arrive in Honolulu June 27, where they plan to spend several days before continuing

More Comies for Midwest Circuit; Play Down Strips

NEW YORK, June 1.—Move by the Midwest Burlesque Circuit to sign a great number of comies for the coming fall season may indicate that the burly outfit will attempt to de-emphasize strippers. The circuit, according to Eddie Smith, who will sign comies in New York for next season, will use a large number of comic teams and singles at salaries considerably more than burly comies are now getting.

Smith says the new shows will be patterned after the *Follies* idea, with more coin to be spent in every department. Acts will be guaranteed 14 weeks with options. Smith, who returned Tuesday (28) from Chicago where he conferred with circuit members, said that the circuit seeks "coming Abbott and Costello."

Comies, he continued, will not have to use smut. Many of the old-time burly laugh-getters will find themselves without employment on Midwest time

when the new plan goes into effect. Smith indicated that a minimum of strip talent will be used. They may even take a flyer into standard names. He mentioned Fifi D'Orsay as one performer they are attempting to contract.

Empress, Detroit, Changes

DETROIT, June 1.—Joe Ethel, manager of the Empress, stock burlesque, has brought in Eddie Dale as comic and Tommie Reynolds as straight man. Princess Livingston is chorus producer, with Josephine Mathis, Erma Wagner, Carrie Lee and Kay Buckley as featured females.

Further changes in comies are to be made, Ethel said.

More Cohen Placements

NEW YORK, June 1.—Dave Cohen's placements include Louise Rogers, Galey, and Marian Rogers, Ettings, May 31; Sherry Britton, Nina Nixon and Betty Newman with Dorothy Henry, featured, at Harold and Leonard Raymond's new Luna Park, Coney Island, girls show May 29; Celi Von Doll, June 8, and Valda, June 17, Howard, Boston; Alabast, Arden Stewart and Lillian Katras, Casino, Toronto, May 31; Connie Mavis, Globe, Boston, May 31.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MARLANE, current feature at the Republic, just concluded a two-month vacation at her home in San Antonio. Extra-attraction on the Hirst wheel most of last season. . . . **ARLEN STEWART** and Aloha are new at the Ettings May 31, with Jean Carroll closing. Carol Hudson, new showgirl from Chicago, opened May 24. Valeria Parks to be the feature starting June 7. Vickie Welles and Rose LaRose come in June 14. . . . **STINKY FIELDS** and Shorty McAllister, as the result of a bit, *The Vampire*, put on by them with Bert Saunders, Dorothy DeHaven and George Tuttle helping, during a Gypsy Rose Lee party at the fair May 25, were engaged by Michael Toled for his New Orleans show after they finish at the Republic. Others at the affair, held at Carrie Fannell's Du-Bust Inn, were Martha Raye and Abbott and Costello. . . . **AMY FONG** due back at the Galey June 21. Louise Rogers replaced Marcia Boise May 31.

JOE WEINSTOCK, Republic operator, will remove the stairway leading from stage to orchestra seats and shift the ark from the right hand lower box to a pit. Also will install new neon signs on the outside and lay fresh carpets at a cost of \$50,000. . . . **JEAN CHADWICK**, dancer, trifled with a new Lanni Russell routine, is touring the Hirst Circuit. . . . **JOHNNIE MATLICK** held open house May 25 at the Galey to celebrate his becoming a first-time daddy to Melaine, born that day in Lutheran Hospital to ma Ann Norman, of the Norman Sisters. . . . **GRACIE BRYANT**, from niterite, makes her debut as a stripper June 7 at the Galey. . . . **RUSTY NELSON**, formerly of the Ettings, is featured stripper at Staudt's, Coney Island, N. Y., in a new girls show booked by Harry Brown. Another ex-burly specialist is Lee Scotty.

MIKE SACHS, comic, came near not making the opening of a four-week stay at the Galey, May 17, due to a sudden spell of hoarseness and then a losing day with Izzy Hirst at the races. . . . **SHERRY BRITTON** and Nina Nixon, strippers, are part of Harold and Leonard Raymond's new girl show in Luna Park, Coney Is-

land. . . . **BILLY FIELDS**, comic, entered Beth Israel Hospital, May 29, for an eye operation. . . . **MELANIE LABEAU** replaced Loreta Carney Cories at the Republic, May 31. . . . **FORD MASON**, harmonic player, left the Ettings for the Grand Mountain Hotel and Country Club, Fern Wild, N. Y. Booking by Ed Sterling has him featured in a company including Mickey Rose, comic; Arthur Morton, Janet Felton, Eva Saunders and Bob Kirsch and his Blue Skies Ork. . . . **HONEY BEE KELLER** moved into the Troc, Philadelphia, June 3.

DORIS WESTON recovering from hits sustained in a recent taxi accident. . . . **CHET ATLAND**, taken ill with a cold, rushed Bernie Miller into the singer's spot at the Galey, May 27. . . . **ROLAND O'KEEFE** finally decided to make the fair after all for his singing abilities. With T. McCoy, talker, he closed a deal with William McChesney to officiate at latter's Zorloma Gardens, which opened May 25, with Zorloma, featured, and Victoria heading a company of 20 femmes. . . . **JAN LAMONTE** is a new singer at the Republic. Formerly on the air. . . . **LARRY (HOLLANDER) OITRON**, who adopted the name of Holland last summer in a Catskill engagement, is planning to leave local burly houses for the Coast to open a tailoring establishment. . . . **GINGER BRITTON'S** movie contract is with the International Studio in Hollywood, not the MGM.

CHICAGO:

BILL HYDE, owner of the darkened Star and Garter, Chicago, and the Patton, Pittsburgh, was a Chicago visitor last week. . . . **JACK GREENMAN**, Celi De Vine and Gloria Gale opened at the Palace, Buffalo, Friday (31). . . . **ANN CARROLL** closed at the Rialto. . . . **HELEN COLBY** opened there Friday (31). . . . **HARRY CLEXX** has been pinch-hitting for Charley Country, who has been ill. Country reopens this week. Clexx will replace Kenny Brenna June 7, when the latter embarks for Australia. . . . **MDGO LEXING** is back in Chicago after 20 weeks on the Midwest. . . . **PAUL WEST**, his partner, has gone to his home in Colorado Springs, Colo., for a vacation. Both re-signed with Midwest for next year. . . . **JUNE MARSHALL** and Ned Welch are en route to California for their vacation. . . . **JUNE ST. CLAIR** is back in town after playing the Globe, Boston. . . . **BOBBIE PEGRIM**, who has been away from the Rialto because of illness, returned this week. . . . **OURSTON SIDNEY ALLJEN**, one of the owners of the Casino, Toronto, was married to Laya Hannah Fauman Sunday (26).

FROM ALL AROUND:

RUTH BAILEY celebrated the beginning of her second year in the line at the Avenue, Detroit, last week, by jumping to Cleveland to visit her mother, brother and two kiddies. . . . **COLLETTE** opened at the Avenue, Detroit, for two weeks beginning May 24.

COMICS WANTED
Write or Wire Immediately
JOE ALLEN
Empress Theatre, 540 Woodward, Detroit, Mich.

St. Paul Showboat To Do Five Plays

ST. PAUL, June 1.—A St. Paul civic group has taken the Summer Showboat, a floating theater tied up at 837 West Water street, on the Mississippi River, to do a series of five plays during the season, beginning June 1 and 2 with Mark Reed's *Petticoat Fever*. William Merle is founder and director of the civic players, and T. Arthur technical director.

Others on the executive board of the Summer Showboat are Melvin Vollhaber, president; Kenneth Merz, vice-president; Vivian Newman, secretary; Hugh Crosscup, scenic artist; James Geer, electrician; Wallace Briggs, stage manager, with Ben Goldenberg, Kay Elmer, Billy McCue, Agnes Haramlik, Vernon Zoff, LeRoy Solum, Marie Barnes, Ted Bassett, Grace Macaulay and Ken Olson adding on stage work.

An original play, *Black Magic*, will be presented June 28 and 30, to be followed by *Personal Appearance* and *Three-Cornered Moon*. The fifth play has not yet been selected. The theater will be open on week-ends and holidays for recreational activities of members and their guests.

Cast for *Petticoat Fever* will include Ken Merz, Cleyo Maloy, Vivian Newman, Mel Vollhaber, George Potey, Jim Geer, Claire Hosenell, Violet Olson, Walter Nelson, Dan Doyle and Ed Schaaf.

Louisiana Next For Naylor Opry

NATCHEZ, Miss., June 1.—Jack Naylor's Georgia Minstrel played a one-nighter here May 27. Show, formerly known as Alabama Minstrel, featured as comics "Pleadoo" Langford, "Happy" Winbush and Cook Pennington. Troupe also boasts a small lute, a blues singer and street band, and a Jack Lewis and wife, contortionists, listed here.

Show has been in Texas and Oklahoma and is moving into Louisiana. Top is a 60-foot affair with three 30-foot middle pieces. There are eight pieces of rolling stock.

Engagement here drew near-full house, one-third remaining for the 10-cent concert. Bill Campbell is back again as box canvasser.

Street band paraded before show and aided in getting out the crowd, as little other advertising was done.

Naylor said business has been fair in Texas, Oklahoma and Mississippi.

'Tom' Good Any Time, Even In Pic Form, Says Disch

Cudahy, Wis.

Editor *The Billboard*:

I note that some of your readers believe 1940 is the opportune time for a revival of Uncle Tom's Cabin. I know from experience that any time is good for Uncle Tom, as during recent months I have taken out the five-reel silent version and done business even in this talkie age. I have shown the "Tom" picture in South Milwaukee three different times at the same theater (Garden) and held them out each time.

Not so many months ago I was at Cedarburg, Wis., and with a Shirley Temple picture and a lot of other opposition in town. Manager Mark Morgan said the Uncle Tom picture had far greater possibilities than many so-called specials. Usually they play a feature downtown first run, but I have taken this one to the outskirts first and then downtown and back again to the first theater. This happened at Kenosha, Wis., with plenty of opposition in town during the centennial, and most of it free, and we played to capacity.

Lately I have had it on the shelf, but with spring here I feel as tho I should go back out and let the natives take a peek at it again. JAKE J. DISCH.

WANTED

Musicals or Tom playing own music for small picture theaters, show playing Virginia, Wire don't write. State all and lowest. Those with bona fide picture preferred.

BERT RUSSELL
ROCKY POINT, NORTH CAROLINA

AT LIBERTY

Join on Wire

EVERETT AND JACKIE LAWSON

Straight, Dancing Specialties, Shows, Youth, Society, versatility and all essential. Do any place. Don't need transportation, if we know you. Wire Gens Western Union, Knoxville, Tenn.

Vaude-Pic Combo

By E. F. HANNAN

IT HAS got so that much of the rep news in *The Billboard* is concerned with the so-called combination picture-vaude shows. In fact, this season finds many former operators of dramatic shows moving into this end of the business. The so-called non-commercial or non-theatrical film couples well with flesh of the type that small shows present.

Titles of these films are in line with standard movie titles and the players in most cases are name stars. The combination for small-town audiences has proved very popular and the operating nut is much lower than that of flesh rep shows. There is the added advantage of being able to switch this type show to hall, school and even to church, and it's the real type for tent shows making the deep sticks.

While the turn from rep to pictures would at first seem to be against flesh-show business, a talk with operators of these vaude-pic outfits proves that the reverse may be the case. Natives of the open spaces have been known to drive as many as 100 miles to see a picture show and it's safe to assume that if such entertainment is brought to their own hamlet they will be easily interested. More substantial outfits will operate in this field in the near future, as during the past winter school auditoriums were used by showmen who offered keen competition to the regular movie houses.

It looks as tho the vaude-pic combination is here to stay.

Rose City Players Resume on June 18

TWIN FALLS, Ida., June 1.—Rose City Players, of Portland, Ore., after a four-month trek thru California, have closed their three-act melodrama, *Relief Be Hanged*, and are currently in the throes of reorganization.

Company is slated to reopen here June 18 with a new production written by Eleanor Deinet and Don Taylor en-

itled *Douggrade*. Local engagement will be under auspices of the local Townsend club, with Twin Falls merchants co-operating.

Show will swing thru Idaho, Nevada, Oregon, Washington and Montana this summer, with intentions of moving into Wyoming for a fall and winter circle. Advance is being handled by Flint Legrande, with the policy of a dance after the show still prevailing.

The company's final performance of *Relief Be Hanged* held at Mullet Island, Calif., May 18 was interrupted several times by the earthquake which hit the Imperial Valley. The players ran thru one of the acts behind candlelight when the local power plant went out. The Mullet Island date concluded an 18-month run for the show, which covered 10 States.

Rep Ripples

AL AND KATHLEEN RITCHEY, character and specialty team, have joined Ed C. Ward's Princess Stock Co., playing Missouri. . . . GEORGE B. HILL, last summer with the George Roberson tent show and who recently finished the season in burlesque, is now serving as chauffeur and assistant to the manager of five apartment houses in Cincinnati. . . . BICCA HUGHES, of the former well-known rep team of Roy and Rices Hughes, has joined John Lair's Renfro Valley Barn Dance at Mt. Vernon, Ky., to succeed Margaret Lilly in the role of Aunt Idy. The Renfro Valley group is a regular Saturday night feature over WLW, Cincinnati. . . . HOSKINS L. (DUD) DIETERLY, former musician and performer with various canvas opries, is now retired in his home village of Natches, Miss. . . . LELAND STANFORD HARRIS is in Chicago, having closed the season with the Raymond Massey Abe Lincoln in Illinois Co. in Milwaukee. On June 16 he begins his third season with the Black Hills Passion Play troupe. . . . HUGO IMIG, father of Otto Imig, comedian with the Madge Kinsey Players, stopped over in Cleveland last week for a visit with Babe and Eddie Mason, en route to Upper Sandusky, O., to join

the Kinsey trick. The Masons will again present their country store giveaway feature with the Kinsey organization as soon as the weather gets back to normal. . . . HARRY GRAP, manager of the Madge Kinsey show, has been making frequent trips to Fostoria, O., to visit his mother, who is seriously ill in a hospital there with a kidney and bladder ailment. . . . KATHERINE ANN PORTNER, well known in the rep field, auditioned for the Cleveland Playhouse group Monday of last week. . . . CARL WHYTE, pianist, is back this season with the "Skippy" LaMore Tent Show. . . . F. S. WOLCOTT, of Port Grafton, Miss., owner-manager of the Rabbit Foot Minstrels, announces that his colored troupe will make its bow under canvas for the summer in a few weeks.

WILFRED KELL has a vaude-picture layout working Northern New Hampshire. . . . DAVE & DELL Tent Show, featuring radio talent, is making Northern Alabama towns its reported good business. . . . R. W. COULS, postal from Detroit; "My wife and I caught the Frank Ginnivan Show at Addison, Mich., May 25. Business was fair. It's a clean, up-to-date, fast-moving show. Canvas and rolling stock in A-1 condition." . . . TED NORTH, whose well-known Ted North Players are off the road this season and whose son, Ted Jr., is now appearing in pictures in Hollywood, stopped off in Kansas City, Mo., last week to renew old acquaintances en route from the West Coast to Topeka, Kan. . . . REX M. INGHAM, former trouper, now with the sheriff's office of Rockingham County, North Carolina, and Mrs. Ingham were guests of Mr. and Mrs. Earl D. Backer, owners of the Famous Minstrels, when that tent opry played Reidsville, N. C., May 24. "Business was only fair," reports Ingham. "However, show has fine wardrobe and a good band, and equipment is in excellent shape." . . . WHY NOT LET your friends know what show you're with this season by dropping the column a line on a penny postcard?

BILL CURTISS, bossman of Curtis Shoprint, Continental, O., and Madge Kinsey and Harry Graf, of the Madge Kinsey Players, and several members of their troupe motored to Fostoria, O., recently to take in the midway of Dodson's World's Fair Show. While there they encountered the veteran trouper, Doc Waddell, and took him back with them to North Baltimore, O., where the Kinsey tent was showing. . . . HAPPY RAY WARE info that a group of young folks of Haleyville, Ala., have secured a State charter under the name of the Theatrical Club, whose purpose will be to popularize repertoire bills in the community and to boost any rep shows playing in the territory. . . . J. F. TELLERS will have a vaude-picture outfit under canvas in the resort section of New Hampshire this summer. He will present a "Tom" film as his feature. . . . FRANK HIGGINS, veteran performer, who had been hobnobbing with his friend Leon Harvey in Columbus, O., in recent weeks, has gone to Gloversville, N. Y., for an operation for the removal of a tumor from his spine. . . . RUDY HOFF, well-known rep ork leader, has been called to his mother's bedside in Dubuque, Ia. She is seriously ill.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

One Year Ago Today

AURORA, Ill., contest was down to 13 teams and three solos. . . . JOAN ROSS GABAUREY (Joan Powell) had forsaken the endurance field for nursing and had moved the Third Avenue Rest Hospital, Minneapolis. . . . A BABY BOY had taken up residence at the home of Cliff and Micky Palmer in Endicott, N. Y. . . . EIGHT COUPLES were left in the Joplin, Mo., contest at the 864-hour mark. . . . RAYMOND WRAY, former contestant, was emceeing at Variety Hall Cabaret, Portland, Ore. . . . "LITTLE" JIMMY RICHEY was working clubs and theaters in Chicago. . . . BUS STEWART was taking it easy in Arkansas City, Kan. . . . JOHNNY GUILFOYLE, with his comedy revue, was playing a hold-over engagement at the Shan Grille Cafe, Kenosha, Wis.

CURLY LINDER is now located in Denver and, according to our informant, Leon Danford recently purchased the largest Gulf Gas station in the city and is riding along smooth as silk. Curly, who Leon says is just as full of the devil as always, would like to read news here on his old friends.

PAUL C. GRIFFIN, who is readying his Milwaukee contest, writes that Duke Hall and Lenny Paige have joined him from Albuquerque, N. M., where they recently closed a successful engagement with Hal J. Ross. Griffin adds that Hall and Paige have signed to direct his coming show, and with business conditions at a high peak in Milwaukee they all look forward to a winner.

INQUIRIES on the whereabouts and activities of the following have been received recently: Joe Nalty, Harry Hamby, Orel Faridge, Lee Sullivan, Eric Lawson, Jackie Anderson, Lou Dana, Marge Sheffield, George Walker, Charles Schaeffer, Mickey Martin, Chuck Payne, Rajah Bergman, Shirley Shelton, Joe Gruber, Mary Walker, Tommy Loving, Lou Jarvis, Ted Merriman, "Rubber Legs" Martin, Stan West, Smitty Inman, Bernie Shapoff, Mario Alessandro, Johnny Reed,

Charlie Smalley, Frankie Donato, Duke Hall, Eddie Leonard, Phil Rainey, Earl Clark and Walt Gross. What's the dope, boys and girls?

BETTER TAKE a look at the Letter List. A hasty perusal of the last couple of issues showed several walkathons' names.

DON LEE, who visited the Chicago office of *The Billboard* recently, wants to know if anyone knows the whereabouts of his brother, Buddy Lee.

JOHNNIE RUSSO cards from Los Angeles that he is back in Hollywood working night clubs again, altho it's pretty slow going. Johnnie copped first place in the Bell, Calif., contest an adds that his feet are getting that old itchy feeling for another show.

JACK COMIRKEY is another one who is working night clubs in the Picture City and reports that things are going okeh with him, but, like Johnnie Russo, he is getting that yen again.

MRS. BETTY COURTNEY letters an inquiry about the whereabouts of Mr. and Mrs. Charles Walpert. How about a note, Charles?

WANTED For GENE AUSTIN'S REVUE

Truck Drivers, Canvas Men. All around Help, come on, Chattanooga, Tenn., this week. Long season. JACK GARN, GENE AUSTIN REVUE.

Attention, Dancers, Entertainers—Stop, Look, Read Milwaukee Downtown—Yes! Milwaukee Downtown

Riverview Rink and Ballroom—6,500 Seats—Ask Anyone That Knows

OPENS—FRIDAY, JUNE 14—OPENS

This spot has PLENTY People, Money, Seats, Sponsors. Local finance sponsored by

Cora Henry Schaffel, Pa. 1923, V. F. W.

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PROPOSED STAFF—DUKE HALL, LENNY PAIGE, JIMMY BITTNER.

Dancers Who Know Us, Contact at Once.

PAUL C. GRIFFIN, Director and General Manager

SCHROEDER HOTEL

MILWAUKEE, WIS.

Conducted by THE ROADSHOWMAN—Communications to 1564 Broadway, New York City

46th YEAR

The Billboard

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The Largest Circulation of Any Amusement Weekly in the World

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Outdoor Dept., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor

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No uncollected advertisement accepted unless returned by publisher or advertiser as to its real publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 52 JUNE 8, 1940 No. 23

short with \$7,000 for a John Henry week, season's only world-prom. House week called it quits on March 25 with an impromptu Tobacoo Road showing, strong the first two weeks with \$20,000 but faltering to \$6,000 for the third week.

Totals

Approximate total gross for the season (all three houses) was \$860,400, not a bad figure but still far under even minimum expectations. The Forest pulled \$601,400 of the total amount, with the Locust getting around \$188,000 and the Erlanger \$71,000.

FREE INSTRUCTIONS

Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old-timers will want it, too, for the many film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write Today!

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25 Opera Place, CINCINNATI, OHIO

AMBITIOUS MEN

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16MM. ROAD SHOWMEN 35MM.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by KEVIN BRENNAN, 158 Old Tarrago Building, Sydney, Australian Office of THE BILLBOARD.

Success of 16mm. Movie Houses Depends on Attractive Fronts

KEANSBURG, N. J., June 1.—Operators of 16mm. movie shows in resort locations realize that success depends greatly upon the flash of the lobby. More than ever the ops are attempting to arrange lobby displays and decorate the fronts of the buildings attractively. Typical of operators doing this is Abe Landow, owner and operator of a spot near the beach here. This is his second year as a 16mm. operator. When the spot opens it will seat approximately 200 people, 112 more than last year.

Landow plans to bally his coming attractions with his marquee, newspaper advertising and publicity, handbills, post-card mailings, colored lithographed pictures, black and white photos, trailers and one-sheets. Easels will be placed on the sidewalk in front of the house to attract the passing crowds, and Landow is placing frames for one-sheets along

the walls in the lobby. During the past winter the spot has been enlarged and a new and modern projection booth installed. Front projection will be used this season.

Ohio Roadshowmen Check State Seals

CINCINNATI, June 1.—Roadshowmen who operate merchant-sponsored shows in this State are securing State seals for their films. The seals are absolutely necessary for shows within the State and are issued at Columbus. Seals bear numbers and are not transferable to other subjects or prints. Where duplicate prints are used, duplicate licenses are necessary.

Roadshowmen renting from libraries in the State report that librarians are making it a practice of showing permit issued with the license to be certain that numbers and titles check.

Roadshowmen Plan Nation-Wide Tour

BROOKLYN, June 1.—With the advent of summer, many roadshowmen have mapped extended tours. Among the operators leaving this city is Herbert Paske, who is taking four men and equipment on a trek which will take him nearly to the Coast.

Idea for the tour came from a trip made by Paske's partner, Dave Powell, thru Pennsylvania, Ohio and Missouri during the Lenten season. He showed religious films in churches and schools and traveled approximately 5,000 miles. Powell is remaining here this season and will be associated, Paske said, with an old-time movie spot at Coney Island.

Short Subjects for Niteries

NEW YORK, June 1.—Night clubs showing 16mm. films are mapping summer programs. At The Place in Greenwich Village, which has shown movies for the past two years, an enlarged program has been drafted. According to Bob Ossinsky and Pete Tardinetti, an extra showing will be given nightly. Schedules are being built around musicals, it was said. The floor show will also be augmented.

REVIEW OF RECORDS

(Continued from page 12)

that spells dancing pleasure. Still devoted to the shuffle rhythms, a throw-back to the days when the band took its beat from trumpeter Henry Busse, initial sides have the stylized rhythm for "Angels in Disguise" mated with the "Where Do I Go From You" ballad in the conventional rhythms, and a swingy Swamp Fire coupled with a shuffling Come to the Fair.

Columbia brings back the HARRY JAMES Band when swing was the thing for a Back Beat Ecstasy and Night Special. The more-to-the-minute James on Varsity, his trumpet still meaning more than the band itself, couples a pair of ballads in orthodox style, Fools Rush In and Secrets in the Moonlight. BOBBY HACKETT, considered by critics the man who most nearly approaches the immortal Bix Beiderbecke in tone and execution, brings a group of Horace Heidt bandmen together to pay a Vocalion tribute to Bix. And it's only Hackett's cornet horn that makes meaning for Clarinet Marmelade and Singing the Blues, embellishing his playing with many phrases associated with Bix.

LOUIS ARMSTRONG, using Jimmy Dorsey's Band for the backing, is in his element, singing and playing, for a fast and furious Swing That Music. And in the same mood, for a companion piece, the Armstrong band has full sway for Wolferine Blues, Louie coming in on the tall end for the top notes. ERSKINE HAWKINS has a well-meaning Bluebird double in a sizzling Midnight Stroll and a Fine and Mellow blues. However, the latter, which is the most interesting side, is weighted down by the singing of Dolores Brown, who has little concept of singing a race blues. The composition is a carry-over from the race record listings in spite of Hawkins' authorship credits. DUKE ELLINGTON falls into this company for his Victor Concerto for Cootie, a Cootie Williams solo playing muted and open, pretty and dirty, displaying a large measure of his seemingly limitless trumpet ability. For the mated music the band goes thru the pieces of an original Ellington pop, Me and You.

On Varsity, JOHNNY MCCEE, his waltz style of blowing the horn highlighting, has eight sides devoted to the dance. All ballads, titles include Make Believe Island, Where Was I?, They Ought to Write a Book About You, Moments in the Moonlight, While Others Are Building Castles, I Think You're Absolutely Wonderful; Let There Be Love, Sierra Sue. For the same label LOUIS PRIMA offers two originals, an acceptable Look Out patterned on the In the Mood

30 World's Fair Spots Show Documentary Films

NEW YORK, June 1.—Non-theatrical documentary films are being shown in 30 buildings at the New York World's Fair exhibit area. Seating average is 300. In many instances the films are repeats from last year.

One of the latest to open is the Little Theater in the Science and Education Building. Program runs Thursday thru Sunday with weekly changes. Opening week's schedule included Kid Gags, The Children Must Learn, Children at School, Life's Summer Camps, Youth of a Nation and The Case of Charlie Gordon. The City opens each show. Medical films, thru the co-operation of the American Museum of Health, are incorporated into each week's performance.

Future documentary films will treat housing, farming, conservation, Pan-Americanism and peoples of the earth. Majority of the films run 10 to 15 minutes, the some feature lengths are used.

Projection is by King Cole Sound Service and Jam Handy Corp.

formula and a dull novelty ditty, Percy Have Mercy.

The Dance Disks

OFFERING sweet music for soft lights that makes dancing a double delight, BLUE BARRON Bluebird waxes the smooth melodies of I Love You Much Too Much with Hawaiian Paradise; I'll Pray for You with Wait Till I Catch You in My Dreams; and as novelty niceties, Sing a Spell with Take Your Girl to the Movies. SAMMY KAYE, on Victor, carries on the Perry Serenade tradition with Her Name Was Rosita, mating with an original lullaby, Sweet Angelina. For an encore it's just as sweet for the "swing and sway" with Where Was I and Make-Believe Island. And from the same school of syncopation, KAY KYSER gives Columbia couplets of Let There Be Love with Fools Rush In and Charming Little Faker with Alec Templeton's impressive Hezy and Blue.

THEATER TALK

(Continued from page 15)

VIRGINIA STEVENS, LARRY WILLIAMS, FRANCIS DONALD, HARRY LOWELL, RAYMOND GREENLEAF and LOUISE KIRTLAND. JOE GALLOWAY, director, announces his fourth season at the Marquette Summer Theater, Marquette, Mich. He has signed BRUCE GORDON, AMELIE BARLEON, WILLIAM FRANKLIN, JANE GORDON, MAXINE MCCORMICK, AUSTIN COGHLAN, RICHARD CARROLL and RUDOLPH MCKOOL. TAC won't give up. Equity slapped its wrist in the legit field, so TAC called a "Keep America Out of War" meeting for radio actors at Steinway Hall May 29.

PHILLY'S 360G SEASON

(Continued from page 15)

ditional Saturday, plus four matinees the first week. Again critics and cash customers agreed, giving Saroyan's Lone's Old Sweet Song a sour \$26,000 for two weeks, despite Walter Huston. However, the curtain came down gloriously on May 25 when Louisiana Purchase pulled a near capacity \$45,000 for the two weeks.

Locust Season

The Locust, also Schubert's, had only 17 weeks for seven shows. Biggest weeks were the two starting February 12 for Tallulah Bankhead in Little Foxes, a \$36,500 giant. House's only musical, The Hot Mikado, did a good \$42,500 for the fortnight. Others were fair to middling, opening October 9 with Outward Bound, \$23,700 for the two-week revival. Yesterday's Dances was out of tempo, despite Ruth Chatterton, with a poor \$16,000 fortnight. Paul Muni in Key Largo pitched a fair \$18,000 single week. Kiss the Boys Goodbye, making a long run of it, did a fair \$18,700 at a \$2 top for two weeks, and returned for three more at \$1 top for a still fair \$19,400. Mergin for Error called it a season for the house on March 30 with a rock bottom \$18,200 for three weeks.

Indie Erlanger came out of campfire for only seven weeks on four shows. Opened November 6 with Of Mice and Men, two weeks at \$150 top a profitable \$11,000. The Mask and Wig Great Guns, college show, Thanksgiving week, did the expected \$27,000. Paul Robeson closed

New and Recent Releases

GREAT GARBO, THE, released by Torch Films. Musical drama, starring Eric Von Stroheim and Betty Compson. Running time, 90 minutes.

QUICK-TRIGGER LEE, released by Torch Films. An action Western starring Bob Custer. Running time, 60 minutes.

BROWN BOMBER, released by Torch Films. Highlights of Joe Louis' fights, including bouts with Schmeling (both fights), Baer, etc. Running time, 30 minutes.

WITH CHINA AT THE FRONT, released by Mogull Bros. Actual pictures of the battle between the Japs and the Chinese. Running time, 11 minutes.

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The Final Curtain

AUSTIN—Arval (Sonny), in a Chickasha, Okla., rooming house, May 14. Cause of death was undetermined. Survived by his widow. Burial in Fort Cobb, Okla.

BARTON—Mrs. Amanda S. widow of Dr. Isaac Barton, prominent pianist, organist and composer of Philadelphia, May 20 at her home in that city after a short illness. She was a member of the Matinee Musical Club, Philadelphia. Two sisters survive.

BEE—Jay (J. B. Schriftman), 17, dancer, May 25 while on route to Bridgeport, Conn., for an engagement. He had been on the stage since he was three years old, but branched off into his career as a dancer during the heyday of the Charleston. He had appeared on the Pantages and Low circuits and toured Europe for two years. On Broadway he appeared in *Beber in Arms*.

BERNSTEIN—Mrs. Enid, wife of Louis Bernstein, head of Shapiro, Bernstein & Co., music publishers, May 19 at her home in New York after a lingering illness. She also leaves two daughters, Lillian Kelton and Elaine Volter.

BICKNER—Andy, 55, ex-pugilist and vet show painter, in his sleep in the paint wagon on Trenton avenue show-grounds in Elizabeth, N. J., Biekner, who had been associated with Leon Reve, boss painter on the shows, for the past 25 years, was well known in show circles under the name of Dougherty, which he assumed when fighting in the Middle West as a youngster. For a time he was interested in concessions. His mother is only known survivor. Burial in Ft. Wayne, Ind.

BROWN—Frank Albert, doorman at the Court Square Theater, Springfield, Mass., from 1918 to 1937, May 28 at his home in that city. No immediate relatives survive.

BURKART—William E., billboardist with many leading circuses the past 35 years, in Los Angeles Hospital, May 27. He was located at the Spurr City (La.) Poster Plant for 20 years before moving to Los Angeles in 1938.

CARTER—Albert B., 75, member of Indiana Board of Agriculture and manager of draft horse exhibits at Indiana State Fair, Indianapolis, May 25 at his home in Danville, Ind. Survived by a sister. Services May 27 in Danville Friends' Church, with burial in Plainfield, Ind.

CONSELMAN—William M., 43, prominent screen scenarist, at his home in Eagle Rock, Calif., May 25 of a liver ailment. Born and educated in Brooklyn. Conselman went on the stage at an early age and was playing top vaudeville circuits when 15. After three years in the Navy he spent five years on newspapers in New York and Chicago. He went to Los Angeles in 1920 and five years later went to Metro-Goldwyn-Mayer studios as

a publicity writer. In his 15 years in the film business he contributed successes for Will Rogers, Shirley Temple, Eddie Cantor and Bing Crosby. Conselman was the creator, with Charles Plumb, of the comic strip *Ellie Anders*. His most recent successes include Bing Crosby's *East Side of Heaven* and the Kay Kyser musical, *That's Night, You're Wrong*. Survived by his widow, Wilhelmina; a son, William Jr., a scenario writer at 20th Century-Fox, and a daughter, Dieder.

CRANDALL—Irene, 61, play and pageant writer for stage and radio, in her apartment in the Hotel Windermere, Chicago, May 29. She was a member of the Daughters of American Revolution, Chicago Women's Club, Cordon Club and the League of American Penwomen.

DEVINE—James P., 51, acoustical engineer, formerly with Electrical Research Products, Inc., May 20 in Detroit. His widow and two children survive. Interment in Holy Sepulchre Cemetery, Detroit.

DONNELLY—Edward, 69, retired actor, in Bennington, Vt., May 22. Donnelly's last appearance was in *Everything's Jake* in 1930. He had also appeared in *The Old Sock*, *Young Alexander*, *One of the Family* and *Cook of the Roost*.

EISELDT—Kurt, 67, husband of the late actress, May Irwin, and well known in the theatrical and circus world, in Watertown, N. Y., May 30. Eiseldt came to this country from Vienna and became

heart ailment. Ill for a long time, he gave up active participation in the pool's operation last year. He leaves his wife, Grace Harris; a brother, two daughters and two sons.

HUBER—Jack, 60, vet trouper, from injuries sustained in an auto accident near Greenwood, S. C., May 11.

HUTCHINSON—Edward R., pioneer Burlington, Vt., movie exhibitor, in that city May 27. He was manager of the Strong Theater, Burlington, at the time of death. Survived by his widow.

KARZAS—Andrew, 56, builder and managing director of the Aragon and Trianon ballrooms, Chicago, in that city June 1 after a brief illness. His widow survives. Full details will appear in the next issue.

KELLER—William S. (Keller Mack), 70, a vaudeville comedian for 40 years and later a booking agent and radio performer, May 20 at his home in Collingswood, N. J., of a heart ailment. For 15 years he and his wife were known in vaude as Mack and Earle. He retired nine years ago and for a time conducted a vaudeville booking agency in Philadelphia. During the last few years he had appeared from time to time on various Philadelphia radio programs, usually in comedy blackface roles. More recently he had been employed by Warner Bros. in Philadelphia. Survived by his widow, Hannah B.; a daughter and a sister. Burial in Harleigh Ceme-

WALTER CONNOLLY

Walter Connolly, prominent character actor of stage and screen, died at his home in Hollywood, May 28 at the age of 52. His death was attributed to apoplexy. He had been ill for 10 days following several trips to New York and the Kentucky Derby.

Connolly was born in Cincinnati, April 8, 1888. He attended St. Xavier College and the College of Music, Cincinnati, and later the University of Dublin, Ireland, where he got his first training in acting in Shakespearean dramas. Connolly made his professional debut in Norfolk, Va., in 1900, where he played in *Clazmofes*. In 1911 he joined the Sothern-Marlowe Shakespearean company, with which he toured the country until 1914. He also made summer sojourns with the Ben Greet Players in Shakespearean roles.

One of his first Broadway appearances was in a revival of *The Shepherd King*, starring Wright Lorimer. He remained on Broadway 22 years except for summer stock appearances. During those years he was under contract to such theatrical impresarios as Gilbert Miller, Jod Harris and George M. Cohan. Among the many successful plays he was seen in were *The Good Fairy*, *The Affairs of Anatole*, *Your Uncle Dudley*, *Come Out of the Kitchen* and *Way Down East*.

Connolly made his first picture in 1917, *The Soldier's Outfit*, with William Farnum, and his dislike of the outcome postponed his next appearance before the camera for 15 years. His next film work was as the Yankee financial adviser in *The Bill of General Yen*. This was followed by *Washington Merry-Go-Round* and *No More Orchids*. Subsequently he returned to New York to appear in *The Late Christopher Bean*.

His only absence from the stage and screen was when he joined the 13th Division of the United States Marine Corps, where he served under Maj. Gen. Smedley Butler during the World War. After the war he went to Dublin, but returned to New York soon after to play with Margaret Anglin in *The Women of Bronze*, followed by the role of the dull suitor in *Applesauce*.

Some of his numerous film successes were in *Paddy the Next Best Thing*, *Nothing Sacred* and *It Happened One Night*. His most recent movie role was that of Victor Herbert in *The Great Victor Herbert*.

In 1923 he married Nedda Harrigan, an actress and daughter of the Harrigan half of the Harrigan and Hart team, whom he met while they were working together in a play.

He is survived by his widow and daughter, Anne. Private funeral services were held in Beverly Hills, Calif. Burial will be made in Cincinnati.

superintendent of horses for the Ringling Bros. circus. He later went into vaudeville and managed Miss Irwin's shows. They were married in 1907.

ELMAN—Saul E., 76, father of Mischa Elman, violinist, May 26 at Mt. Sinai Hospital, New York, after an illness of two weeks. His widow, Mrs. Yetta Fingerhood Elman, and three daughters also survive.

FELICIA—Mary Josephine, 23, sister of Luis Felicia of the team Felicia and Del Ray, in Grant Hospital, Columbus, O., recently after an operation. Interment in Mt. Calvary Cemetery, Columbus.

FIELD—Col. Lewis L., former part owner of Savin Rock Park Co., Inc., operator of Savin Rock Park, New Haven, Conn., May 29 of a cerebral hemorrhage. He was former commander of the 102d Infantry and was retired recently with rank of brigadier general.

FIELDING—Mrs. Barbara, 32, formerly Barbara McClean of the films, at her home in Van Nuys, Calif., May 26 of self-inflicted gunshot wounds. Survived by her husband, Gerald, former British film actor and now a radio executive.

FREEMAN—Alex E., father of Bud Freeman, manager of the Grand Theater, Philadelphia, May 13 at his home in that city.

HARRIS—Martin M., 58, for many years owner and operator of the Hygeia Swimming Pool on the Boardwalk in Atlantic City, in that city May 27 of a

tery, Collingswood, May 28.

KIRCHNER—Elizabeth, 82, sister of Edgar E. Kirchner, manager of the Family Theater, Detroit, May 24 in that city after a long illness. Interment in Mount Elliott Cemetery, Detroit.

LALOR—Michael, 39, trapeze performer with the Flying Sensations, in Bramwell, W. Va., May 25. He was born in Ballarat, Victoria, Australia. Burial in Switchback, W. Va., May 28.

LAMAZE—George, 53, executive vice-president of Hotel Warwick, Philadelphia, and former night club operator, May 27 at his home in Philadelphia of a heart ailment. For 15 years Lamaze operated Arrowhead Inn at Saratoga, N. Y., taking over the management of the Warwick his years ago. Between times he managed the well-known Clover Club in Hollywood and various supper clubs and hosteries in Florida. He leaves his wife, Helen, and a brother, Marcel, also a former night club operator.

LEWICKY—Bernard, 34, known as Barney the Accordionist, May 19 at his home in Dickson City, Pa., Survived by two sisters. Services May 21, with interment in South Scranton, Pa.

LIDINGTON—Mrs. Lydia Margaret, 63, mother of Tommy Ryan, vocalist with Sammy Kaye's Orchestra, May 29 in Both Hospital, Covington, Ky., after a long illness. She also leaves her husband, Thomas; another son, Irwin; two daughters, Mrs. C. S. Vall and Mrs.

Mrs. George Gainer; three sisters, Mrs. Fred Stiles, Mrs. Bertha Quin and Mrs. Thomas Hookings, and two brothers, Perry and Dan Schorry. Services in Fort Thomas, Ky., with burial in Evergreen Cemetery, Newport, Ky.

LONG—David Elliott, 78, old-time repertoire musician, in John Gaston Hospital, Memphis, May 13 of pernicious anemia. Among the many shows he had trouped with were Crawford's Comedians, Horace Murphy Comedians, Darr-Gray Stock Co., Morgan & Helvey Co. and the Fred Brunk Show. Born in Napoleon, O., he played with dance bands there when a youth. Long also played in theater orchestra, spending 18 years in the pit at the Davidson Theater, Fort Scott, Kan. His last engagement was with Fred Brunk, after which he went to reside with his son and daughter-in-law, Clarence and Pearl Long, Memphis. Burial in Fort Scott.

McMANUS—John L., 38, radio script writer and former reporter for *The New York Tribune*, May 25 in Hollywood of a heart ailment. In 1931 McManus entered the newsreel field and later became editor of *Fox Movie-tone News*. He entered radio work in 1936 with the advertising firm of J. Walter Thompson Co. He had done programs for Floyed Gibbons, Bob Burns, W. C. Fields and others, and at the time of death was in charge of a program conducted by Rudy Vallee. Survived by his widow, Mary; his father, two sisters and two brothers.

MANTON—Michael, 65, former publicity man for Ringling Bros. and Barnum & Bailey Circus, and various road shows, May 28 at Lourdes Hospital, Binghamton, N. Y., after an illness of several weeks.

MONTGOMERY—Hubert Rollin (Doc Jack), med pitchman, at a Charleston, W. Va., hospital May 17. He was born in Columbia, Ky. Survivors include his widow, Mrs. Florence Montgomery; three sons by a former marriage; a brother, George, and two sisters, Mrs. Paty Birch and Mrs. Caroline Jeter. Body was shipped to Dayton, O., for burial.

PAYNE—May Stannup, 55, Hawaiian dancer in the side show with Russell Bros. Circus, in Titusville, Pa., May 21 of a heart ailment during the show's engagement there. Survived by her husband, who is also with the circus, and a daughter in Kentucky. Burial in St. Catherine's Cemetery, Titusville, May 25.

PEARSON—George William, 56, owner-operator of Grand View Park, Mobile, Ala., in that city May 26 after a long illness. He gave its use free for many charitable events and was connected with a number of Mobile business enterprises. Survived by his widow, Cora Boycroft Pearson, a son and three daughters. Services and burial in Mobile May 27.

PULLEY—Louis Q., 30, thin man with the Ringling Bros. circus, known as Shadow Rogers, May 29 of a heart ailment while aboard a bus at Easton, Pa. He was en route from Newark, N. J., to his home in West Frankfort, Ill. Pulley was six feet tall and weighed 55 pounds.

RECORD—Mrs. Evelyn, 57, former musical comedy and vaudeville actress and stage manager, May 28 at her home in Pucos, Ont., Can. Born in London, she came to this country in 1905 with a road-show production of *A Night in an English Music Hall*. She was stage manager of the Temple Theater, Detroit, when it was a popular vaudeville house. Her husband, Ford, survives. Burial in Windsor, Ont.

RUSSELL—James H., well known in fair and carnival circles and a member of Ripley's Believe It or Not attraction last season, in Veterans' Hospital, Milwaukee, May 18 of diphtheria.

SANFORD—Charles W., veteran motion picture roadshow operator, recently at Herman Klefer Hospital, Detroit, after a long illness. He formerly operated a film branch in Chicago with his own company. During his silent days and also represented the Holmes Projector Co. He booked in the non-theatrical field in the Detroit territory in recent years. His sister survives. Burial in Chicago.

SCHWARTZ—Mrs. Katie, mother of Ray Schwartz, executive of the Affiliated Theater Circuit of Philadelphia, May 17 at her home in that city.

SMITH—Joe J., 50, veteran cookhouse operator, last season with Rogers & Powell Shows, in Veterans' Hospital, Alexandria, La., May 24. His widow, Billie, and two daughters, Betty and Patsy, survive. Burial in Hollywood Cemetery, McComb, Miss.

UNGER—Gladys Buchanan, 55, playwright and screen writer, May 25 at the Medical Arts Center, New York, after a week's illness. Her first play, *Island Keen*, was a one-act drama, produced (See FINAL CURTAIN on page 63)

Mary Anderson

Mary Anderson, famous American-born actress of the '70s and '80s, died at her home, Court Farm, at Broadway, Worcester, Mass., near London, May 29 after an illness of several years at the age of 80.

While her stage career lasted only 14 years, she was acclaimed one of the most beautiful and talented actresses of her generation. Born in Sacramento, Calif., July 28, 1859, her parents moved to Louisville a year later. In 1875 she made her debut in the latter city as Juliet when she was 16. In 1877 she starred in *Aspen* in New York, proving an instant success. Going to London in 1883, she set a contemporary record with a run of 185 performances in *The Winter's Tale*, and it was in this play that she made her last appearance in this country.

Some of her best known roles were Bertha in *The Daughter of Roland*, Desdemona in *Othello*, Rosalind in *As You Like It* and Clarice in *Comedy and Tragedy*. The last was especially written for her by Sir William S. Gilbert, of the famous team of Gilbert and Sullivan.

Retiring from the stage in 1890, she married Antonio Fernando de Navarro, who died in 1932. Two children were born to them. She returned to the stage in 1916 and 1917, when she revived *Comedy and Tragedy*, *Pygmalion* and *Gelert*, and *Romeo and Juliet* for the benefit of war charities. Her only other connection with the stage was to help Robert S. Hobans dramatize his novel, *The Garden of Allah*, produced in New York in 1911. She was the author of *A Few Memories*.

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

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GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

May 25 to Sept. 29

Expo Goes After Third Million; May 30 Sets Mark

NEW YORK, June 1.—When paid entries are tabbed for today, which blossomed out with ideal spring weather following yesterday's rainstorm, the World's Fair is almost certain to hover around the 2,000,000 mark for 22 days' operation and may even go beyond it. As of this morning the paid admissions were only 233,000 short of 2,000,000. Decoration Day accounted for a record 317,058, more than 50 per cent of the third week's sum of 623,956, the best week to date, beating the previous seven days by about 34,000. Last year's holiday drew 216,610.

During the 1939 edition the fair didn't reach a better gate until Labor Day Sunday, September 3, when 492,446 people were clocked, but that day figured to be the best one of the year anyway. There were six other days last year with superior draws, all of them Sunday except October 7, a Saturday, with 327,010. The other Sundays were September 24—362,701; October 8—347,230; October 15—363,547; October 22—360,021; and October 29, last expo Sabbath, with a second-best 421,290.

Fair officials and concessioners were elated at the throngs and the money they turned into pay attractions. The major production shows, such as American Jubilee, Aquacade, Streets of Paris, Gay New Orleans, Railroad on Parade and Winter Wonderland, played to the best crowds of the three-week-old season, but everyone else received a share of the grosses, including the rides and restaurants on the Great White Way. At the same time it is felt that mid-week weather, which has been generally inclement, has not given the second edition a chance to prove its real fundamental drawing power, and as a result the fair is a terrific week-end draw and the Monday-to-Friday stretch an unknown quantity.

Should the middle days turn in powerhouse registries and the week-ends bat par, a better than 20,000,000 total for the 170 days is not unlikely. Daily average is slightly better than \$4,000 so far, having climbed 3,000 per day from the first two weeks' average. Right now the fair moves within grasp of 3,000,000 customers.

Deficit Is Low

Just before the holiday Board Chairman Harvey D. Gibson announced an operating loss of \$10,631 for the first 16 days, an unusually low deficit in view of weather. Indebtedness of \$450,000 as of the end of the '39 show has been paid and there is approximately \$800,000 in the bank, said Boss Gibson. Total budget for 1940 operation is \$6,700,000, which includes insurance, interest and other items. Daily net is about \$47,000, compared to last year's top of \$65,000, and a trim of about \$5,000 per day is in view. Indebtedness of bondholders remains at a healthy \$23,195,908 as of April 3, when the annual financial statement was released. Attendance of even better than last year's 26,000,000, considered highly improbable, if not impossible, won't pay the bondholders off in full. Mr. Gibson didn't say this, but it is common knowledge.

Tomorrow (Sunday) crowds are expected to be swelled by the addition of upward of 100,000 from International Ladies' Garment Workers' Union, with the Frank Duffield fireworks under union

Paid Attendance

Saturday, May 25.....	70,800
Sunday, May 26.....	93,143
Monday, May 27.....	24,123
Tuesday, May 28.....	27,807
Wednesday, May 29.....	54,915
Thursday, May 30.....	317,058
Friday, May 31.....	30,030

Third week total..... 623,956
Previously reported..... 1,143,122

Grand total, first three weeks..... 1,767,078*
First three weeks 1939..... 2,123,077
*1940 decrease..... 355,999
1940 daily average..... 84,146

sponsorship for ILGWU Day. There was a special Memorial Day display.

Rosita Royce, star of the White Way Casino, was reported out of the show and other changes are scheduled. Jimmie Brown took over emceeing at Phil Gelb's *Way Do*, replacing Pinkie Mitchell. Clyde McCoy and his ork and Ann DuPont and her all-male band started an engagement at Dancing Campus yesterday.

Following "Big Four" had the biggest crowds on the holiday: General Motors, 120,000; Ford, 110,000; Chrysler, 96,000; Bell Telephone, 85,000.

Theodore, 11-year-old son of Benny Fox, of the sky-dancing Fox free-act team on midway, was sent into the turn for a performance atop the high platform.

Because holders of souvenir books, which include an admission to the expo-sponsored Jubilee, couldn't gain entry to the 40-cent seats on May 30, Harvey Gibson ruled that hereafter these should be directed to the higher-priced pews, when such are available, without extra cost.

Attendance at 5 p.m. today was 119,000.

RAILROADS ON PARADE

(Continued from page 4)

Fifty horses, four oxen and 20 locomotives under steam take part in the action. Costumes are new and as authentic and eye-filling as last year.

Railroads On Parade is just as good a show as last year and in some spots better—which is just another way of saying it's still one of the biggest two-bits worth of entertainment on the grounds.

Maynard Reuter.

BILLY ROSE'S ACQUACADE

(Continued from page 4)

and diving champs, both of the spectacular and comedy order, old stuff in tanks, of course, but so slickly produced that they seem like brand new offerings. Rear of the stage consists of pylons that turn to form constantly new backgrounds noiselessly and effectively. Spec has been showing to capacity crowds since opening day of the fair.

Edward Murphy.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, June 1.—Billy Rose's local tub-thumpers sent in two identical wires (just to make sure, no doubt) quoting him as saying that his Aquacade in Sanfran played to 50,000 people the first two days, "setting an all-time record for a Pacific Coast theatrical attraction." Mrs. Carl J. (Royal American Shows) Sedmay and Fred Wilson, wife of Cliff, were Great White Way visitors. Stinkie Fields and Shorty McAlister, of burlesque, are booked for Carrie Do Bust Inn in Gay New Orleans Village. Zorina, stellar dancer in the recently-opened show of that name, is Mrs. Frank McCloskey in private life, FM being the impresario of this girl item. Other featured dancer is Victoria. Talkers are Roland O'Keefe and I. B. McCoy. Ro- (See FLUSHING FRONT on page 34)

Spending Is Up With Gate Down; Force Is Pared

SAN FRANCISCO, June 1.—Attendance is about 67,000 behind the corresponding period of last year, according to expo figures compiled since opening day. Total attendance for the six-day run is 363,151. Same period in '39 had 430,322.

Total in 1939 for the 251-day run was 10,496,263. Of this about 6,000,000 was recorded between May 25 and September 29, the 128 days which correspond to the scheduled run of the 1940 fair. Peak days in 1939 were Sunday, October 8, 187,730; October 28, closing day, 147,674; Saturday, October 21, 142,074; Sunday, October 13, 139,686. Attendance opening day, February 18, was 128,697.

Opener's Takes Heavy

Included in the six-day period for comparison are two legal holidays. First of the major holidays last year was Washington's Birthday, when recorded attendance was 127,739. This year Decoration last Thursday fell within a similar six-day period. Attendance was 60,445. Corrected figures on opening-day attendance this year give it at 123,368. First-day crowd this year was followed on Sunday by 83,054; Monday, 40,672; Tuesday, 23,252; Wednesday, 32,389; Thursday, 60,445.

General Manager W. W. Monahan declared concessioners and exhibitors are pleased with the response so far, especially first day's patronage of shows and other spots. Exclusive of the big shows, like Rose's Aquacade, smaller concessions reported takes totaling nearly \$100,000 on opening day.

Parking station handled 16,000 cars at 25 cents each. Monahan said indications were that more money was spent per person than last year. He said the fair force would be cut immediately from its peak of about 3,500 employees on hand for the opening. The cut, he said, would mostly affect guards, guides and cashiers.

Dime Ballroom Folds

Manager Monahan announced figures indicate that attendance must gain another 800,000 by July 1 in order to make the effort of putting on the 1940 show worth while. That will indicate seasonal attendance of 4,000,000. Expo is now budgeted so that 4,000,000 will mean that creditors who went along this year will drag down as much as those who withdrew—between 10 and 15 per cent. Everything above a 4,000,000 gate will make for velvet, officials said.

The public spent \$250,000 on the first three days, according to official figures, exclusive of Aquacade tickets and of fair admission coupons sold in advance of the opening. Four shows, Cavalcade of America, Follies Bergere, Aquacade and Palace of Fine Arts, drew 64,863 on the first three days. Max Schwartz's dime ballroom folded yesterday, first casualty of the midway. A girl show will take over the spot.

PAID ATTENDANCE

1940—First Week	
Saturday, May 25.....	123,368
Sunday, May 26.....	83,024
Monday, May 27.....	40,672
Tuesday, May 28.....	23,252
Wednesday, May 29.....	32,389
Thursday, May 30.....	60,445
Totals.....	*363,151
Daily Average.....	60,525

*Decrease: 67,171.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, June 1.—New streamlined Gayway is a riot of color and the last word in an amusement zone. It was officially opened by President Marshall Dill, Sally Rand doing the honors of cutting the ribbon that opened it for 128 days. President Dill publicly complimented Eddie Brown for the excellent job he has done, also praised the writer in the same connection and thanked for their efforts and confidence in the fair Frank Zambreno, Nate Miller, Leo Singer, George Jue and Sally Rand. Every attraction on the Gayway is open or ready to open. Telegrams of good wishes and congratulations poured in from all over the world to Eddie Brown, "Mayor of the Gayway." It is impossible to mention all of the well wishers, but here are a few of our competitors at the New York World's Fair, New York, who are willing and happy to divide their bread (we hope it's cake) with us: Frank P. Duffield, Frank D. (Doc) Shean, Lew Dufour, Cliff Wilson and a host of others. Wires came from the Showmen's League of America, Pacific Coast Showmen's Association, Pat Armstrong and a number of other showmen's organizations. The fair is rolling on its own wheels after being given an impetus such as no second-year exposition ever had. From early morning till late at night on opening day there were coronas, parades, free attractions, orations by luminaries, fireworks by Duffield; greatest outdoor free show ever staged, by Earl Darfrier; premiers of Billy Rose's Aquacade; Ad Vollmann's American Cavalcade of a Nation; Herrick-Herrick's Hollywood; Fischer's 1940 Follies Bergere; big animal show, Jungland, with Terrell Jacobs, and first California showings of the Lost World, Sallie's Puppets, Pantheon de la Guerre and premieres of numerous smaller attractions. To say that the officials who pulled this old boot out of the mire and made it even better than it was when new are elated is putting it mildly. President Dill refused to accept any credit, but saying, "Don't congratulate me; Bill Monahan did it, but even he could not have done it without the able assistance of a most loyal hard-working organization, to which both he and I extend our most sincere thanks, gratitude and appreciation."

On opening day the parking grounds handled 16,000 cars as against 7,000 in 1939. Take of the parking concessioner on opening day in 1939 was \$3,500 as against \$4,000 this year, so it is apparent that the reduction in price helped. Frank Zambreno said his opening day not only beat the 1939 opening here but exceeded receipts of his New York opening day. Dan Cross, operator of the Octopus and Roll-o-Plane, said he had had his biggest day. Dave Smith, manager of the Incubators, said, "Best last year by 20 per cent." Nate Miller, Skooter magnate, said, "Way ahead of last year." Giant Crane played to capacity all day, according to Hans Shapira, manager. Cyclone Coaster and speed cars were off a bit according to Charley Keller, manager. Duffield & Rogers' Life Show was satis-

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Workers' Union on Big One Aims To Take In All Canvas Shows

WASHINGTON, June 1.—A new labor union has taken the field in the Ringling Bros. and Barnum & Bailey Circus and, according to its organizers, has enrolled the force of workmen connected with the Big Show.

Operating under a charter granted by Act of the United States Congress, the American Federation of Outdoor and Indoor Circus and Carnival Workers is finishing the organization steps necessary to put the union upon a working basis. So far the organization is unaffiliated with any national group, but it is understood that negotiations are going forward with the AFL.

Organized during the first days of April, this year, the new union is operating under a charter filed by John H. Dunn, the union's Washington attorney; Peter March, superintendent of the Ringling menagerie, and Ray E. Milton, the show's trainmaster. Offices of the union are given as 1381 National Press Building, Washington, D. C. The treasurer travels with the circus. He is Lloyd Morgan, ticket seller for the Ringling show.

Officers admit that their organization has been charged with being a company union and that other attempts to discredit the union have been made. However, they point out that regardless of the charges, the men on the lot know "what it's all about" and that they have signed up almost to the man. It was pointed out that in the constitution provision was made to deprive any boss or head of any Ringling department from a vote. Another clause prevents any employee from becoming chairman of the board. In fact, say officers, the by-laws guarantee the workers that its board chairman would be someone not employed by any circus, carnival, fair or rodeo.

When the organization is completed, it was explained, workers connected with other circuses or any traveling shows will be invited to join. Officers of the union are to serve without salary and dues have been set at \$12 a year, with initial payment at a minimum of \$3. There is no initiation fee.

A major objective of the organization

Al G. Kelley-Miller Bros.

Clicks Thru Eastern Kansas

TOWANDA, Kan., June 1.—The Al G. Kelley-Miller Bros.' Circus, which opened this season at Joplin, Mo., April 22 for a two-day stand to big business, is enjoying a nice business thru Eastern Kansas, according to Homer B. Phillips, banner man.

Ted Lavello, side-show manager, has added one more cage to the menagerie. It contains a large Canadian brown bear. He has also added the Blackie Woods family band of six pieces to the kid show. John Grodyer, of the Griffith Amusement Co., Oklahoma City, recently joined and took over the No. 1 ticket box on the side show.

Fred and Bettie Leonard, formerly of the Belle-Sterling Circus, visited the show in Halstead, Kan. The night show was lost in Burton, Kan., because of rain, but there was a three-quarter matinee house.

Wagners Hold Open House For Cole, Other Showfolk

DOVER, O., June 1.—Glen Z. Wagner and wife held open house at their home on Sunday, May 26, when Cole Bros.' Circus appeared here, entertaining more than 100 circus officials and out-of-town guests. Among those from the circuses were Joe Ewforth and wife, Lou Deimore, Jack Wilkins, "Butch" Burkhardt, Andy Kelley, Ken Maynard, Lester Rodgers, Jim Crawford, Jean Allen, of Wallace Bros.' Circus, and from out of town, Mr. and Mrs. Jack Nedrow, of Massillon; Maynard (Doc) Mast, Beatrice Lentz, Roy Wild, Paul Zimmerman and Rex McConnell, of Canton.

Wagner, vice-president of the Charles Segerist Showmen's Club and an ardent circus fan, was largely instrumental in the Cole show's playing Dover on a Sunday.

AUTOMOBILE FACTS, May issue, had a story on show trucks in this country that helped to make its readers circus-minded.

is to stabilize working conditions of the men with the show and to construct permanent quarters for the laborers in Sarasota, Fla.

A letter to Morgan from AFL chief William Green stated that the request for a charter was being "taken under advisement" by the Executive Council.

Names of Stewards

Stewards appointed include Ronald Watson, wardrobe; Frank Bowen, cook-house; Mickey Molchaney, trucks and tractors; Russell Jackson, ring stock; Robert Washington, big-show canvas; Robert Butick, side-show canvas; H. C. Wright, trains; Edward Thompson, ushers; Frank Setting, menagerie; Lawrence Wilcox, elephants; Mack McLaughlin, side show; Paul Danvocky, lights, and Joseph Kamos, props.

The collection of dues is not on the check-off system, members paying directly to the stewards.

First Month's Biz Off for Cole Show; Routing Difficult

DOVER, O., June 1.—First month of the 1940 tour of Cole Bros.' Circus has not only been unprofitable but discouraging, officials revealed to a representative of *The Billboard* here. Rains, muddy lots and cold weather have curtailed business at nearly every stand.

Playing here May 26, the last Sunday date for the show for a time at least, matinee was nearly two-thirds, while a night less than a half house turned out. Rain threatened, but the weather cleared in time for both performances. The concert is holding a large percentage of the big-show customers. Side-show take has been off at most of the stops, it was said.

Show is being routed under difficulty due to the arrangement with the Ringling-Barnum circus to avoid stands being played by the Big Show. This set-up, officials said, is taking a lot of good regular Cole towns away from the show, and some which have not been very good have been substituted. Show is headed east and likely will get into New England territory within the next three weeks. Last half of season's route will depend largely on business conditions thruout the Middle West.

The short West Virginia tour proved disastrous. Rain spoiled Parkersburg, and a heavy downpour came at noon at Clarksburg. Biz was slim at Athens, Ohio.

Truck shows, which are usually in before the rail circuses, give school students matinees at 15 cents and are hurting the larger shows. It was learned. In some towns there is a school-board ruling to dismiss schools for the first circus and usually the motorized shows in early get this advantage. It is also believed that the absence of the parade has been a contributing factor in Cole's slim take so far this season. In towns played hereabouts there was a noticeable absence of country billing, with no paper in evidence 15 miles out of here.

Heaps of Good Will on Circus

PHILADELPHIA, June 1.—The Ringling-Barnum show coming to town at the same time that the crisis heightened in European affairs had *The Philadelphia Record* deriving an editorial sermon which showered heaps of good will on the circus. In the May 22 issue's editorial page, carrying a "Laugh, Clown!" head, *The Record* observed:

"The first pages of yesterday's newspapers told of new and startling Nazi advances, the destruction of Louvain, the separation of Jack Dempsey and his wife, the strange illness of the 'volcano girl' who has a fever of 112 and the reduction of the staff handling relief in Philadelphia with no reduction in number of people who need relief.

"Not until page 2 was there any real break in the pall of gloom. On page 2, in words and pictures, it said the circus was in town.

"We were suddenly glad that the circus has changed somewhat in the last 2,000



BOB MORTON, of the Hamid-Morton Circus, who announced last week that the show had leased Wallace Bros.' Circus, motorized, for its string of Shrine dates this summer. Thirty performers and 50 other persons will be added to the H-M show in addition to the entire Wallace Bros. company. The show opens at Haddonfield, N. J., June 7-8.

Cold, Rainy Weather For Lewis in Ohio; Headed for Michigan

CANTON, O., June 1.—Lewis Bros. Circus, playing thru this territory week of May 20, fared much the same as other tented attractions because of continued rains and cold weather.

Show did a fair business at Lancaster to open the week and had a good day at Coshocton. Good weather greeted the show at Uhrichsville, where it had a tie-up with the city recreation department and used the high-school stadium. Matinee was near capacity, and a big house turned out at night. At Lisbon rain fell thruout the day and business was off. Moving on to East Palestine, rain again spoiled the day's business and it was with difficulty that the trucks got off the lot. At Barbours a light matinee and a slim night house.

The show did an about face here and headed westward to pick up Shelby and Mansfield, thence into Michigan, where it will have the territory much to itself.

At Uhrichsville, Jack Nedrow spent most of the day around the show renewing acquaintances with Paul M. Lewis, Harry V. Winslow and others. Other visitors there were Glen Z. Wagner and Nick Hing, of Dover, and Clyde Mallory, of the Cole show. Fred Work spent much time on the lot at Barbours, and Mr. and Mrs. Jack Malloy and Jack Mullans, of Canton, saw the night show there. Duke Drukenbrod and Maynard Mast were visitors at Mansfield.

ERNIE SYLVESTER and wife, who have been with Mills Bros.' Circus since it opened, have returned to their home in Alliance, O. Sylvester reports he will join the Hamid-Morton Circus.

Whitehead Denies Basis of Picket Withdrawal in D. C.

NEW YORK, June 1.—The reasons given for withdrawal of Circus, Carnival, Fair and Rodeo union pickets during the engagement of Ringling-Barnum in Washington, D. C., were branded "entirely false" this week by the union's president, Ralph Whitehead. A news dispatch from Washington in the May 25 issue of *The Billboard* said that delegates from labor unions at the circus had asked the American Federation of Labor executive council to revoke the union charter given to Whitehead, that circus men had faith in the union and were willing to continue in AFL ranks but that they could not follow a leader like Whitehead because he was not a circus man, did not appreciate circus problems and was not inclined to sympathize with circus workers. The request for the council was declared to have been made at two separate visits and was said to have been instrumental in banning picketing of the show in Washington.

"To the best of my knowledge, the committee which called on the AFL requesting a charter was composed of John Dunn, Joe Boynton and other individuals who are sponsoring the company union," Whitehead stated. "They did not, I understand, receive an audience before the council. President Green refused to see them, referring them to George Meany, AFL secretary-treasurer. They talked with Meany and Frank Fenton, AFL chief organizer. I am told by Fenton that they were emphatically informed that if they desired a charter they would be obliged to make application to our union."

"They are also circulating a report that they have 800 workers' names signed to a petition stating that they do not want me and insist on having their own charter. I am told by Stroed Hester, our union organizer, that the only petition he has any knowledge of to which they may have referred was the blank sheets of paper which were passed around in Sarasota for signatures."

Mack's Small Fry Circus Reopens in Asbury, N. J.

ASBURY, N. J., June 1.—Capt. Mack's Small Fry Circus, after spending several weeks at quarters, finishing up several new animal acts in preparation for the outdoor season, contracted with F. Hughson, manager of the Strand Amusement Park here, and opened at the park's theater on May 27 for four days.

Hughson plastered the town with circus paper, and the seashore appears hungry for a big show, according to the enthusiasm Mack's show has received. After two weeks of shore dates it goes to Canada for two special events.

As a special publicity stunt, free ducks were placed within balloons and turned loose. The retrievers were given reserved seats.

Two in Scotland

GLASGOW, May 11.—There are two circuses in Scotland, both home products and playing this week at Kirkcaldy Links Market fair. Bigger of the two is W. Pinder's International Circus, directed by Eddie Pinder, son of the veteran proprietor. Program includes lions shown by Tom Pinder (Captain Clive); elephant, bear and liberty horses shown by Eddie; and other members of the family doing riding, wire-walking, clowning, trapeze and presenting monkeys and dogs.

Mrs. E. Pinder's No. 1 Royal Circus is in the main a family affair playing chiefly Scottish fairs.

Mills for Shrine at Two Ohio Spots; Hodgins Join

ELYRIA, O., June 1.—Mills Bros.' Circus has just been contracted to appear here and at Lorain week of June 17 for the benefit of the Shrine Hospital for Crippled Children. The engagement will be for three days at each place, beginning at Elyria.

Joe Hodgins and his family of four joined the show at Winslow, Ind., May 27 and are doing their riding and wire acts.



**With the
Circus Fans**

By THE RINGMASTER
CFA

President
WILLIAM H. JUDD
25 Murray St.,
New Britain, Conn.

Secretary
W. M. BUCKINGHAM
P. O. Box 4,
Gales Ferry, Conn.

Conducted by WALTER HORNENADEL, Editor
"The White Tops," care Hornenadel Printing
Company, Rochelle, Ill.

ROCHELLE, Ill., June 1.—The 15th Annual Circus Fans' Convention has been set for Hartford, Conn., June 17-19, with the Ringling-Barnum circus the convention show, as announced in a news story in last week's issue. Convention opens morning of the 17th with the circus showing there on the 19th. Headquarters will be at the Hotel Bond, Cole Bros.' Circus will be in New London, Conn., June 18, and it is understood that a part of the convention program will include a performance of that show. For the first time in the history of the association, members will be able to attend two circuses in a body.

John A. Scheuerman, of Berea, Ohio, reports that he caught Wallace Bros. at Zanesville; Russell Bros. at Ashland; Lewis Bros. at Harberton, and Cole Bros. at Dover.

Mr. and Mrs. L. P. Raymond and Mr.

and Mrs. Randall W. Palmer attended the circus produced by Frank Wirth for the hospital at Holyoke, Mass., Saturday night, May 25. Raymond reports an excellent show under canvas, and a turn-away business for the two-day engagement.

F. E. Loxley, of Cranston, R. I., attended Jim Ekew's rodeo at the Rhode Island Auditorium, Providence, Tuesday night, May 21.

For the first time in a number of years, Mr. and Mrs. Frank H. Hartless, of Chicago, and Mr. and Mrs. George Freeman, of Peoria, will miss the Fans' convention. The National Linen Supply Association will hold its meeting on the same dates in Atlantic City. Bruce A. Helfrich, of Wichita, Kan., who also is in the linen supply business, will have to pass up the CFA meeting, too.

Francis C. Graham, CFA of Dixon, Ill., caught Rowe Bros. Circus at Mendota, Ill., May 20. Business in afternoon was very light and at night fair. Weather was clear for the first time since the show left quarters. Graham also saw the show at Mt. Morris, Ill. He visited with Raymond Duke, clown cop.

Dressing Room Gossip

COLE BROS.—The first ball game of the season was played at Newark, N. J., between the performers and Leo Logan's Trunk Wreckers. Performers won, 33 to 4. Feature of game was the pitching of Ralph Clark and the hitting of the Escalante boys, known as Murderers' Row of the Dressing Room. Tommy Adkins made his debut the other day, going in car gag and clown band. Frenchy Laird is getting plenty of laughs with his Plocchio walk-around. Gus Sun Jr., entertained the following performers at an after-show lunch at Springfield, O.: Helen and Win Partello, Golda and Eddie Grady, Marion Knowlton, Anna Sutton, Ralph Clark, Jo Jo Cooheld, Mrs. Freeman and the writer. Lorena Escalante, Bertha Rowland and Greta Weber have joined the prop department as ditch diggers.

Club 54 is going over with a bang with floor shows nightly and no cover charge. Grover Nitchman is doing nicely with his new act. He is featuring a twisting bird's nest without a net. Frank Kenopke, member of Guice's Vanishing Americans, was a recent visitor with his wife and family. Ray Rogers, Baron Novak, T. P. Lewis, Jean Allen and Toby Tyler of Wallace Bros. Circus, also were visitors. Blackie Escalante is out of program with a badly wrenched shoulder, as is also Mary Matson with a bad cold. Mal Bates is the official trunk repainer, with Harry Holmes as assistant. George Ritter was called home to Syracuse and rejoined Vic Robbins at Wheeling. Pauline and Ernie Sylvester were recent visitors, as were Silvers Johnson and party.

FREDDIE FREEMAN

JAMES V. CHLOUPEK, circus historian, of Oakland, Calif., and his wife and niece completed their Southern California vacation on May 24. Chloupek has a list of every circus that has ever played San Francisco. He has furnished a copy of his circus history to the University of California and is constantly corresponding with Col. C. G. Sturtevant, of San Antonio, Tex. J. A. Westmoreland and wife took the Chloupeks out to Goebel's Lion Farm on May 19. Louis Goebel, Louis Roth and Eddie Trees were there. Roth is now giving his wild animal acts in the new arena. On May 23 the Chloupeks visited the Paramount studios and the Fannie Brice broadcast as guests of the Will Hays office. That night the Westmorelands had them at their Los Angeles home, along with Stan Rogers and Hugh McGill. Westmoreland told several stories about the late Al Barnes at the time he was his banker. Rogers is about to start work on Marx Brothers' new Western comedy.

RED DAVIS, of Phillips, W. Va., saw the Cole show at Clarkburg, W. Va., where it had plenty of rain and only fair crowds.

**Circus Saints
AND
Sinners' Club**

By FRED P. FITZER
(National Secretary)

NEW YORK, June 1.—The last luncheon of the season will be held at the Hotel Astor here on June 12. President Harold G. Hoffman issued an end-of-the-season letter, which follows:

"Herbert Bayard Swope will be the Fall Guy. July and August will give us time for retrospection and we can look back with much pleasure and satisfaction at the season just closed. We have had colorful Fall Guys, our luncheons have grown in attendance and our membership roster has lengthened.

"Despite the fact that we have not enjoyed as much publicity as in previous seasons, our organization has become nationally known and members bring back stories of hearing of the Saints and Sinners in many far-out-of-the-way places.

"Our luncheons are used by members for the entertainment of customers and prospective customers. It is the monthly rendezvous of social and business acquaintances; it is the one place where members can take visiting friends and relatives and be assured of a few enjoyable hours. A feeling of warmth and brotherhood always prevails.

"During the year our fund for the Old and Indigent Troupers' Home has increased considerably. We have dispensed charity in worthy cases where it was really needed. We have memorialized Dexter Fellows with a shaft of granite that contains more than stone.

"My thanks to all of those who have contributed toward making the past season such a successful one; to Tex O'Rourke for his clever monthly biographical blimp, which is one of the reasons for our large luncheon attendance; to Freddy Benham for his untiring promotion of our tent and all that it stands for; to Jolly Bill Stanke, who so faithfully holds up—or down—his job as Barker; to our efficient executive committeemen who so loyally and willingly take time out of their busy and varied business and professional careers to attend our weekly meetings for the purpose of planning and discussing the good and welfare of our organization.

"And as to next season, I can only say that it looks now as if it will be the best yet. We will have the use of the Grand Ballroom for all but one of our luncheons. This will give us an opportunity to put on bigger and better entertainments and more elaborate professional acts. It will be our ambition to make these monthly luncheons reach an attendance of one thousand. That our membership will reach that figure is another hope.

"If these things are accomplished, we will be better able to approach the objective of our organization which is to build a home for the old and indigent troupers. That is our dream—with a thousand men working for it, it might become a realization.

"So with all of these things in mind, I am urging every Saint and Sinner to do his bit in bringing about the results mentioned. Our past season has been a successful one with capital S—our coming season must be bigger and better. I possess enough of the showman spirit to believe in the slogan, 'The Show Must Go On,' and you can depend upon it that whether I am your president or not I will do all that is in my power to help.

"I want to thank all of you for your hearty co-operation, and to wish you a healthful and restful summer."

REX M. INGHAM, former circus trouper, was the successful candidate for constable in the Democratic primary election at Reidsville, N. C., May 28. He has been a deputy sheriff in Rockingham County since leaving the road in June, 1939.

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Under the Marquee

By CIRCUS SOLLY

ERNIE STUART, with Parker & Watts the past two seasons, is on Lewis Bros.' Circus, doing contortion traps and rings.

WHEELING, W. Va., was rather good for Cole Bros., considering bad, rainy weather the day before.

THE SANTA MONICA (Calif.) Lodge of Elks, No. 96, has postponed its benefit circus from June 7 to October.

JOHN AGER has left Philadelphia with Gene Autry for Hollywood, where he will train some horses for Autry.

WALTER L. MAIN visited Lewis Bros.' Circus at East Palestine, O.; Cole Bros. at Butler, Pa., and Johnny J. Jones Exposition at Pittsburgh.

GEORGE W. BRAY, contracting agent and banner man of Engerer's Circus, was a visitor to New York office of *The Billboard*.

THE AKRON (O.) BEACON JOURNAL in its edition of Sunday, May 26, carried a full page of photographs of Russell Bros.' Circus taken at Kent, O.

THE YANKEE - PATTERSON Circus furnished acts for a church benefit at the Santa Anita (Calif.) Race Track May 25-26.

HELEN AND BUSTER HAYES are no longer with Milla Bros.' Circus. They have their side and Pit Shows on the J. J. Page Shows.

CHARLES (KID) KOSTER is with Billy Rose's Aquacade at the Golden Gate International Exposition, San Francisco, in charge of the floor management.

DOC MARSHALL and several members of his company, also folks from the McIntyre Vaudeville Show, visited Bell Bros.' Circus at Haymarket, Va.

DON SMITH, of Farmington, Mich., saw the Cole show at Dover, O., and snapped over 100 photos. Other visitors were Bobby Peck, of Pittsburgh, and Minehart Brothers, Massillon, O.

C. E. DUBLE, musician, joined Russell Bros.' Circus May 15. B. T. and Jingle Carney and Al Luddig also are late additions to Eddie Woekener's Band on the show.

COLE BROS.' CIRCUS plays Allentown, Pa., for its first time June 13. Advance car arrived May 30 and billed the town the next day. The new lot on Union Boulevard, which Ringling-Barnum broke in last year, will be used.

ROBERT D. GOOD, of Allentown, Pa., caught Ringling-Barnum at both Philadelphia and Easton, Pa. Show makes a fine appearance, he said, but he doesn't care for what he calls the new "dark-room" big top.

ALFRED AND ROSITA YACOPI, with Ringling-Barnum show, were treated at Jewish Hospital, Philadelphia, May 25 for cuts and bruises sustained when a bus carrying 14 R-B performers collided with an auto.

TED DEPPISH, photographer of the Charles Siegrist Showmen's Club, Canton, O., was an all-day visitor on the Cole show at Dover, O. He shot several hundred feet of movies, including backyard scenes and clowns making up.

JOHNNY TRIGGER, acrobatic clown, is in the Massillon (O.) State Hospital, recovering from a nervous breakdown, and would be pleased to hear from

friends. Letters should be sent in care of Dr. Hyde.

TOMMY MADDEN, old circus clown of Olean, N. Y., saw Russell Bros. at Olean, N. Y., and renewed acquaintances. He met his old pal, Ruben Ray, producing clown, and his family of five girls and two boys. Reports a very good show.

MACK McLAIN, with Cole Bros.' Circus, visited with Glen Z. Wagner and wife at their home when the show appeared May 26 in Dover, O. He also was entertained by Mr. and Mrs. Nick Hling the same day.

THE EAGLE of Pittsfield, Mass., issue of May 23, carried an editorial on the coming of the Ringling-Barnum show in June, the closing sentence of which read: "Good Lord, how we need the circus this year!"

JEAN ALLEN, T. P. Lewis and Toby Tyler were among the performers of Wallace Bros.' Circus who visited Cole Bros.' Circus May 26 at Dover, O., traveling 18 miles from Braddock, Pa., where the Wallace show was Sundayed.

SILVERS JOHNSON, clown, and his wife, Myrtle, have concluded a visit with the latter's parents at Fox Lake, Wis. While there Johnson reconducted and repainted his props in preparation for his fair and celebration season. He will be with Klein's Attractions.

DOUG MORRIS, formerly chief electrician and jockey with Richard Bros.' Circus and who also worked with the Barton Troupe, will be with the Allan Miller Repertoire Co. as first comedian and stage manager. Show is being readied in Detroit.

MARION WALLICK and his Texas Flayboys (cowboy band) visited Lewis Bros.' Circus recently in Mansfield, O. Wallick reports a good matinee despite rain, which began to fall just as the doors were opened. Wallick's troupe is with the J. R. Edward Shows, playing Ohio territory.

ROBERT YACOPI and Peter Luken will remain in Massachusetts General Hospital, Boston, for another week or two. Austin Rivers, who also is there, is not certain just when he will be able to leave. All are with Ringling-Barnum. Yacopi thanks friends for letters and gifts.

JOE MACK, of Stockton, Calif., an employee of Rowe Bros.' Circus, is at the Walworth County Hospital, Elkhorn, Wis., with injuries sustained May 25 when he was thrown against a wagon wheel by an elephant. He suffered several broken ribs and cuts and bruises about the face, arms and hands.

EDDIE ALLEN, superintendent of Wallace Bros.' Circus, is in Houston, Tex., buying stock and equipment of the former Downie Bros.' Circus for the Wallace show. While there he will also negotiate for some of the prize manage horses which have been with the Downie show for his wife, Jean, who will use them on the Wallace show.

CHESTER GREGORY, former ticket seller with Barnett Bros., Al G. Barnes and Wallace Bros. circuses, spent the last three weeks at the home of Albert Del Fiore, in Youngstown, O., undergoing medical care, and left for York, S. C., for further treatment. Del Fiore was formerly a candy butcher with the Big One and Barnett Bros.

RAYMOND B. DEAN, on press staff of Cole Bros.' Circus, landed gobbs of space at Wheeling, W. Va., and Dover, O. *The Dover Reporter*, May 25, used a four-column layout of art and a long story on the show's Sunday date May 26. At Wheeling both *The News* and *The Intelligencer* gave Dean a daily story and several art bits. Dean said the *Dover* paper used about 400 inches in advance of the show's appearance.

VERNON MORAN (McGowan), of Cincinnati, former trouper, brought to Solly's desk a copy of *The Cincinnati Graphic*, dated October 18, 1894, which

carried an advertisement of Buffalo Bill's Wild West, also picture of W. F. Cody and his associates. The show was set the baseball park for eight days commencing October 19. Only afternoon performances were given. The Wild West was traveling by boat. Aurora and Madison, Ind., and Louisville, Ky., followed Cincinnati.

GLEANINGS

(Continued from page 31)

guest of Eddie Brown, Harry Olmstead, president of the Dallas Fair, spent two days. Eddie Brown was his assistant part of the time during the Dallas Exposition. Elmer Hanscomb and wife, Roy Barnett and a number of others from the Crafts shows visited and put their stamp of approval on the expo. Greatest net concessions revenue of the 1939 expo came from the transportation systems and parking, amounting to about \$500,000 or 28.8 per cent of total concession net. Restaurants ran a close second, but in combination with refreshment stands which are in the category of food and drinks, topping the earnings with 33.7 per cent. Shows and villages accounted for 13.3. Al Painter will present at the expo one of the great Malayan war lords' pleasure junks. Boat, arriving from the Orient about a week ago after a temperate trip of 87 days, is 60 feet long with 16-foot beam and is built entirely of teakwood. The craft will be taken out of the water and transported overland to the head of the Gayway, adjacent to the Lost World. A nominal admission will be charged.

FLUSHING FRONT

(Continued from page 30)

sanna Jimenez replaced Linda Chiquita as server of South American terps in Phil Gelb's Why Do.

Joe Rogers, who resigned as mayor of the midway some months ago, took occasion to disown that incident and is now on a 16-cylinder campaign to get back into that important and highly-remunerative office. Pitted against him is Lou Costello, of *Streets of Paris* Abbott and Costello. Rogers won the first skirmish by getting up three big banners addressed to the trade and reading, "Re-elect Joe Rogers Mayor of the Midway. Lou Costello promises you laughs. I promise you 50,000 people." Joe has also called sandwich men into service, in addition to which he is paying 25 cents per vote, "but only one vote to a customer, as I want to distribute the wealth." Previously Ex-Mayor Rogers' two-bit pieces had gone into the automatic phonograph of the Rodevoo Restaurant. Costello's chief promotion is a big button which Rogers alleges is non-union made. No one knows when the election takes place. The whole affair is said to be highly illegal.

The talker boys who are doing such a swell job at Miguel Todd's New Orleans are John Haynes, Count Louis de Nappoles, Arthur Comstock, Homer Simons, Douglas Way, Dave Rothman, Harry Adams, Bob Cuomo, Bob Lathary, 83d Roth and George Lloyd. Don Williams, Manager Nate Eggle's prize midget, is one of the "Merry Sunshine Bakers" in the Loose-Wiles exhibit. Food North building. Nate and Julius Kuehnel are represented in Morris Geet's Midget Village with the Tom Thumb brothers. . . . Todd's Dancing Campus is awaiting the school vacation for bigger takes. Current craks are Will Braden and Ray McKinley. . . . Amusement co-director George F. Smith Jr., made his radio debut Tuesday on Pontiac program discussing his pet subject, safety. Frank (Fireworks) Duffield is scheduled on the same program tomorrow. Account executive for the program is Leon Loeb, of Smith's 39 staff, who later switched to Children's World.

Billy Rose has eliminated the entire show in his Barbary Coast with exceptions of Abe Lyman and the relief band, Sherry Magee, plus the Ben Yost Quartet, which is concentrating around the up-front circular bar. Paul Boyd, we forget to mention, is manager of the spot. He filled the same berth last year at this same site, then called Midway Inn. . . . Shannon O'Day is going strong as the fem talker at Phil Plant's Hawaiian Show. . . . Lou Keller, of Chicago, a visitor. . . . Manny Kline is on the front of Winter Wonderland, and a smooth job he's doing, too. . . . Arthur Bates, manager of Rodevoo for the second year, made quite a rep for himself with the Baker Hotels chain thru Texas.

The Corral

By ROWDY WADDY

POPLAR BLUFF, Mo., held a rodeo May 29-June 1, with performances being held on four nights and two afternoons.

OFFICIALS for MacLeod (Alta.) Stampede, to be held this summer, include L. Cuthbert, president; F. S. Kreutzer, vice-president, and J. A. McDonald, secretary.

PHIL SPERLING, formerly with Wild West shows and rodeos, has joined the Happy Drifters Cowboy Band, which is conducted by Luke Lucas, radio and stage performer.

HELEN CAMPBELL was chosen from a field of six candidates to reign as queen of the Fourth Annual Corral (Ore.) Spring Rodeo. Clarence Warren will provide stock.

MONTANA MEECHY'S Wild West Show is now with W. S. Curl Shows in Ohio, playing still dates and preparing for fair dates. Meechy says show will have three trucks, three trailers and seven head of stock and 10 people when it begins playing Ohio fairs.

HORSES are as good as a ticket to rodeo events of Pony Express Round-Up, which will be held in St. Joseph, Mo., this summer. John B. Stryker, round-up manager, said that any person who rode his horse into the rodeo grounds would be admitted free. American Legion Post will sponsor and Charles Enos is chairman of general committee.

RESULTS of Morley (Alta.) Stampede, which drew 2,000 were: Bareback Bronk Riding, Wally Lindstrom, Lon Breece, Doug Kootenay. Saddle Bronk Riding, Joe Fox, Art Coburn, Sykes Robinson. Wild Horse Catch, Ray Temptney. Wild Horse Race, Bud Uhler, Bernard Gnan, Ray Temptney. Indian Horse Race (1/2 mile), Nelson Pup. One-Hundred Yard Dash, Joe Fox, Harold Riley. Archery, John Hunter's team. Indian Horse Race (1/4 mile), Nelson Rabbit, Bert Wildman, Willie Good Stony.

SEVENTH ANNUAL American Legion Rodeo of Blackfoot, Ida., will be held again this year for the first time since 1922. J. L. Young, committee chairman, announced. Scheduled for appearance in the three-day event are Nick Knight, Burel Mulkey, Fritz Truett, Harry Knight, Slutz Jacobs, Dave Campbell and Harry Hart. Everett Colborn, who supplies the stock for Madison Square Garden Rodeo, will bring a string to Blackfoot. Joe Johnson will be arena foreman, with Walker Rich manager.

JOHN A. GUTHRIE will produce the Fifth Annual American Legion Rodeo and Home Coming in Drumright, Okla., this summer. Special events will include a parade of bands and bugle corps for cash prizes, rodeo queen contest for silver trophy, trick and fancy riding and roping, including horse catches, Australian bull whip manipulation, trained horses, two parades, including a group of early day covered wagons, Buffalo Bill Deadwood Stagecoach and a group of Oklahoma Indians.

A CONTRACT for \$4,200 to remodel Happy Canyon Stadium, where Pendleton (Ore.) Round-Up holds its night show, is to be let soon. Included in improvements will be new seats and new wire fence extending from the base of the grand stand and bleachers to the roof. Roof of the stadium's center section will be raised eight feet to give spectators in the last four tiers a better view of the pageant. Happy Canyon board also is considering construction of a new maple floor in the dance pavilion at a cost of \$3,000.

VISITORS at JE Ranch Rodeo in New Haven, Conn., recently included Al and Red Pils, Ma Pils, Dodo Mathewson, Cole Lashy, Gerry Baker, Alice Schneider, Anne Petrus, Mabel Bradley, Vic Rogala, Neil Meadows, Phil Basonic and Walter Fredrickson, all of New Britain, Conn. Also on hand was Earl Batterson, owner of Bar B Ranch and Rodeo, of Colchester, Conn. Folks visited with Pat Clancy, Ted Allen, Marvin Hoover, Jim Eskew and Jack Kennedy. Ted Allen, Pat Clancy, Roscoe Ronk and Marvin Hoover also attended a party at the home of Ma Pils in New Britain.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

RIVERVIEW Roller Rink, Chicago, has been successful in building rink clientele thru Riverview Roller Skate Club, formed last year. Membership costs 50 cents. Several times a year a skating party is held and members are admitted free. Club's spring party will be held on June 6 and activities will include races, games and fancy skating exhibitions. Rink was remodeled in January. Since that time promotional campaigns have been conducted under direction of Harry Miller, of Louis O. Cowan publicity office. Club membership is several thousand. Party will be the fourth since the new set-up went into effect.

EARL VAN HORN'S Mineola (L. I.) Roller Rink will close its spring season with a gala celebration on June 29. Beginning on July 3 rink will operate Wednesday, Thursday and Friday nights until early September, when it will go on

regular schedule. No dance classes will be held during summer. Manager Van Horn plans bus rides during warm weather under combined sponsorship of rink and clubs. Silver dance numbers, including Mohawk waltz, were added to regular program on May 30.

VANDALS who robbed Berneseo Park Pavilion, Nescopeck, Pa., on May 28 caused damage in excess of \$400 in addition to stealing nickels from the nickelodeon, 14 pairs of roller skates, soft drinks and candy. Park Manager Warren Pifer did not discover the robbery until he opened the pavilion for a skating session on May 28.

ROLLER rink at Fernbrook Park, near Wilkes-Barre, Pa., opened on May 26.

ABOUT 1,500 skated at Riverdale Park Roller Rink, Agawam, Mass., from midnight to three a.m. Memorial Day. With admission of 35 cents, gross was \$551.25. Skating party was part of the park opening. Earlier that night more than 2,000 skated, gross being about \$700. Rink has been entirely done over. It opened

Dixon. Seasons are held nightly except on Monday, with matinees on Saturdays and Sundays.

MICHIGAN summer rinks have taken a beating so far because of cold and wet weather, a survey indicated.

ORVILLE W. GODFREY, manager of Edgewater Park Roller Rink, Detroit, has bought a recording apparatus and is making records of music played by Joan Lee, rink organist. They are used over a p.-a. system for private parties.

NATURE CLUB of Willimantic (Conn.) State Teachers' College sponsored a two-hour skating party on May 22 in Lakeside Casino Roller Rink, South Coventry, Conn., reported Harland M. French.

HEADED for Hollywood and a pro career is Mary Durkin, Camden, N. J., who with her partner, Gordon Phinegan, Mineola, N. Y., won Cleveland 1940 senior national skate dance championship.

PAIR Park Roller Rink, Dallas, has a Sunday night radio program started seven weeks ago by Managers Johnston and Bert that is taking well with radio listeners and has proven a good promotion. Set-up has Manager Sherman Johnston as emcee and Hal Smith as announcer and commentator. Racing

Rawson Reports Opinion on Trucks In Skate Dancing

MINNEOLA, L. I. N. Y., June 1—Contending that tight trucks were not satisfactory for dance skating and small school figures, Earl and Inez Van Horn, Mineola (L. I.) Rink, recently conferred with Perry B. Rawson, noted authority on ice and roller dance skating and dance committee chairman of the Roller Skating Rink Operators' Association of the United States, who took the matter under advisement and experimented with the problem at his private rink in Deal, N. J. Following is Mr. Rawson's report:

With screw driver, wrench, washers and plaster of paris I have finished several hours of experimental work in front of a mirror on our playroom floor. With trucks tightened I reproduced every detrimental phase of technique that showed up at Cleveland in the dancing. I found that for school figures on large circles the tight truck had certain merits and, naturally, for jumps it would be superior. But for dancing I found the tight truck was absolutely out of the running. The entire action of the rubber is destroyed. The manufacturer may as well send them out without rubber action. The bend to get any edge at all has to be at the ankle. The bend should occur partly between plate and wheels. There are no thin edges—only deep ones, made by strong clumsy ankle bend. The dance sway based on the rubber action is completely gone. Flats are the natural result. The skate wants to stay on them.

I did not examine a single truck in Cleveland, but from the above experiments I feel safe in stating positively that the senior dance championship was probably lost on tight trucks and won on loose trucks.

The judges most certainly could not mark down much on timing nor on union; that left only technique to be considered, and in this column is where they were handed the faults.

What is the answer? That's not my job. It may be two pairs of skates; it may be that you will have to teach them to do their school figures on smaller circles with looser trucks; or they will have to change tension. I do not know, but you will work it out. Anyway, the dancers must be posted, and I am rushing the tip to you at once.

Of course, you know there were no turned 3's in the dancing—except occasionally by Mineola. And the book calls positively for turned 3's and goes on further to say not whipped or kicked 3's (see Continental waltz). For this reason there was no going around the partner in the waltzing. Every skater (See RAWSON REPORTS on page 40)



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SAID to be an innovation in portable rinks is the new all-steel 60-by-120-foot Tri-State Roller Rink, illustrated above, which opened recently near Evansville, Ind., under proprietorship of William Barton. J. C. Boydston is floor manager. Furnished by George L. Meeker Co., framework and pressed roof sheets are of galvanized steel. Budding may be erected or dismantled with ease, as parts are numbered.

on May 1. Edward Carroll, owner-managing director of the park, reported the rink has done excellent business since opening, despite cold and rainy weather. It is a semi-open one.

DAWN skating party at Babb's Beach Roller Rink, Southwick, Mass., on Decoration Day was a big success, according to Manager Leo Doyle, who reported 1,200 attended. Party began at 11:30 p.m. and continued until 2:30.

LEASING of Weston Field Pavilion of Scranton (Pa.) Bureau of Recreation to Jess Paul for a roller rink was authorized by city council recently. It is to operate six days weekly.

FOUR Sensational Macks, roller skaters, played Irving Theater, Wilkes-Barre, Pa., on May 23-25.

DAN B. DAVIS, owner of Davis' Recreation Center, Kingston, Pa., said the rink will reopen about June 15. Hard hit by the recent Susquehanna River flood, the building has been redecorated and remodeled. New maple floor has been laid and the structure widened.

FLORIENNE, former night club in Wilkes-Barre, Pa., has opened as a roller rink, with nightly skating and Saturday and Sunday matinees.

ROLLER rink at Harrison Park, Blackslee, Pa., has opened for summer.

C. A. FELIX opened a portable roller rink on May 25 in Oshkosh, Wis. Rink's blue tent with red trim covers a 50 by 135-foot maple floor. Music is furnished by an electric organ operated by Ponda Henry. Daily afternoon and night sessions are held.

MADISON Gardens Rink, Detroit, has been reopened by Manager Orville W. Godfrey following a two-week close for general repairs. Spot will now be able to operate during summer.

PORTABLE roller rink under canvas opened recently in Okawuchee, Wis., under management of Mr. and Mrs. C. W.

and sports program gets 30 minutes over WRR. Besides a description of races, Smith brings in well-known athletes and sportsmen for brief interviews. On May 19 U. S. lightweight boxing champion Lew Jenkins was interviewed and introduced from the floor. Interested spectators jammed the rink. Speed race was (See RINKS AND SKATERS on page 40)

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New and Old Score in Bows

Great Agawam, Mass., Opening Ties Up Traffic

SPRINGFIELD, Mass., June 1.—New Riverside Park, Agawam, closed eight years, opened Decoration Day eve to an estimated 35,000. So far did the crowd surpass expectations that Owner Edward J. Carroll threw open the Drive-In Theater for parking, property owners in a radius of two miles did land-office business in parking cars and police were busy in the traffic snarl. Provision had been made for 7,000 cars in free parking space on the park grounds but this was filled soon after 7 p.m. Carroll immediately announced plans for clearing more of the 104 acres for parking. Altho rain for two weeks (until noon of opening day) held up construction, most of the features were in operation. Rain took the heaviest toll at the Animal Kingdom which was turned into a sea of mud and construction gangs worked all opening night and on the holiday (See Agawam Traffic Snarl on page 40)

Savin Rock Outlook Increases Prepping

NEW HAVEN, Conn., June 1.—With the park in new paint and with additional attractions installed, Savin Rock folk anticipate a summer of good business, having been encouraged by some good week-ends in May.

In White City there will be outdoor movies, with Ye Old Tyme Motion Pictures being shown in the Stadium on Saturdays and Sundays. Boxing in White City is due to start in June with Dick Gray again in charge. Fred Levere, head of Savin Rock Park Co., reports that a profitable summer is expected and that this is the reason for so much preparation this year.

Additional rides bring the total up to 30. Gulliano's new Flying Horse Pavilion on Beach street was constructed and equipped at an estimated \$75,000. Jack Tiernan has installed a Laiff in the Dark. Bakerman expects to put in some new attractions on Beach street. Snow White exhibit is now on the midway in 10 cases. Club Continental is on a full-week policy for floor show. Wilcox Pier has also been opened.

Biz Slightly Under 1939 At 36th Bow of Ore. Oaks

PORTLAND, Ore., June 1.—Oaks Park here began its 36th year of operation on May 25 and, the figures on business were not immediately available, it was believed they would fall a little short of last year's mark.

Locomotive of the miniature train has been streamlined and new system of floodlighting has been installed. Loop-o-Plans, operated by Archie Holt, has been added. Free movies are shown nightly. Many picnics have already been scheduled. Vice-President Robert E. Bellinger announced with two to four outings being slated for Sundays. Park has been divided into three picnic sections with community kitchens serving each. Cars may be driven to tables. Roller-rink business has been up to that of last year.

Other staff men are E. H. Bollinger, president and general manager; K. A. Halloway, secretary; Frown Arnoldy, treasurer, and Ira Shellenberger, publicity director.

Pontiac Development Is On

PONTIAC, Mich., June 1.—Palmer Park, new development on the Dixie Highway four miles northwest of here, reopened on Decoration Day. Plans for major expansion from a small picnic park, as it has been run in the past four years, into a large amusement park are being made under a five-year improvement plan. Owners are Ray Myers, formerly superintendent of rides on P. L. Plack's Northwestern Shows, and Mrs. Leo Lipps, well known in the carnival field, who have taken over the property.

But It Got Thru

MILAN, Italy, May 13.—T. Jay Quincy, manager of Miss Quincy, the American high diver, reports that baggage and equipment shipped from Stockholm 10 weeks ago has just reached Milan. Act lost good engagements thru the delay. Other American acts in town are Short and Long, comedians, and the Rigoletto Brothers.

Detroit's Zoo Gets Outlay of \$1,224,689

DETROIT, June 1.—Detroit Zoological Park has had improvements costing nearly \$1,250,000 in the past four years, a survey by Director John T. Millen disclosed this week. Of this amount, \$974,897 was spent by the WPA, with the Zoo Commission spending \$249,792.

Major items of the WPA-Zoo co-operatively-sponsored improvements are: Sixteen acres of landscaping, building nine log houses, planting 1,200 evergreens, 7,000 square yards of walks, 1,200 trees and shrubs planted and cared for, 177,000 square yards graded and excavated, 15,000 feet of tunnel, 7,000 feet of water pipe and 1,000 feet of fence.

Debut in Dallas Shows Pick-Up; Opera Plan Off

DALLAS, June 1.—Fair Park got into swing on May 18. Cool weather has given the restaurant and skating rink good crowds. Rides showed a pick-up over the week-end. Most of the concessions and attractions are operated by vets. of former years. Denny Pugh has all midway concessions. Ray Stinnett is operator of Merry-Go-Round, Eli Wheel, Pony Ride, Blue Goose and Airplane rides, and Paul Jungerman has the Flying Skooter. J. W. Gough is again manager of the Roller Coaster, crew as in former years including E. J. Deggs, dispatcher; C. T. Quinn, W. W. Gilbert, E. N. Benn, brakemen, and Mrs. J. W. Gough, cashier. During the off season the Coaster was given new timbers, new rails and new trains.

Charley Maxville is again manager of Fairway miniature golf course with his better than that of last season's. He has three tournaments scheduled for summer season. Lou Bovis, former soft-drink concessioner, is dismantling his English (See DEBUT IN DALLAS on page 38)



YASSO, THE ELEPHANT, symbol of the GOP, is "humbled" before Democratic Mayor Roger L. Putnam (right), Springfield, Mass., as Edward J. Carroll (left), owner and managing director of Riverside Park, Agawam, Mass., and Trainer Gus Tramer (next to elephant) look on. Stunt was part of publicity for opening of the park on May 25. Bull is quartered at the animal farm in the park, which will have 51 cages of other animals.

Briefs From All Around the Field

BIRMINGHAM. — Cascade Plunge, which opened here on May 18, has undergone remodeling. Besides repainting, pool facilities have been improved and new lights installed inside and out. Spring water is fed thru a filter system. Paul Spencer is a life guard and swimming instructor. Increased business is expected to result from city adoption of daylight saving time.

PORTLAND, Ore. — Scandinavian Spring Festival in Jantzen Beach Park here on May 25 and 26 drew attendance of 33,000 in exceptionally cool weather, said Park Manager Paul H. Huedepohl. There was a revue and Scandinavian Village.

HOLYOKE, Mass.—Mountain Park's latest venture is to sponsor a radio program over WMAZ, Springfield, titled *Moosefinn Park Beech*, aired once weekly on a half-hour spot.

WILKES-BARRE, Pa.—Attractions and buildings at Sans Souci Park here were reconditioned for the opening on May 30, highlight of which was a musical program by Frank Lombardo's Orchestra.

Swimming pool was modernized last year. Attractions in operation were Roller Rink, Bear Cat, Caterpillar, Tumblebug and Aeroplane Swings.

NORFOLK, Neb.—Charles King, owner-operator of King's Park here, plans to open his swimming pool this month after a well to feed it has been sunk.

BESSEMER, Ala.—Management of Pineview Beach, which opened near here on May 26, has set aside 85 acres for picnicking and opened its spring-fed pool.

APPLETON, Wis.—High Cliff Park here opened on May 30 with music by Sleepy Valley Cowboys with Star Jarvis, Lohsomme Bill and Rudy Sten. Spot offers picnic facilities, free dancing, rides and concessions.

MOOSIC, Pa.—New attractions at Rocky Glen Park here include Rocket and Kiddie Autos. Additional equipment has been added to enlarged and redecorated Penny Arcade and floodlights have been installed. Other attractions are (See FROM ALL AROUND on page 38)

Palisades' Food Tie-Up

PALISADES (N. J.) Amusement Park has a tie-up with American Institute of Food Products whereby all labels of products endorsed by the institute are good for a park admission during May and June. The Rosenthal Bros' spot goes in heavily for this type of promotion. A few years ago, when the U. S. fleet was in, the tars were admitted free in uniform.

Director Rides Bull At Agawam Opening

SPRINGFIELD, Mass., June 1.—Along crowded streets and to city hall, where it bowed before Democratic Mayor Roger L. Putnam, Yasso, 48-year-old elephant from the animal farm in Riverside Park, Agawam, was ridden by Edward J. Carroll, new owner and managing director of the park. The bull, purchased from Frank Buck, was one of many animals that arrived here by freight and were taken to the park, including llamas, camels, goats, sheep and giraffes.

Riding with Director Carroll in the howdah was Gus Tramer, trainer. As part of publicity, the elephant stretched out on the steps in front of the city hall while the mayor placed his foot on the bull's leg (nearest he could get to the head) and, with a victorious grin, posed for photographers while a group of specially invited Republicans looked on.

In the park 51 cages and corrals have been built for animals in the wooded section. Training rings and bleachers have been installed and some animals will perform daily. Park, closed eight years, reopened Wednesday night.

Cold Weather Puts Crimp In Biz at Des Moines Spot

DES MOINES, June 1.—New Riverview Park here opened on May 24 in frigid weather but hung up a favorable attendance figure, the business was slightly below that of last year. Inclement weather hung on over the first week-end, but Manager Irving H. Grossman expected a pick-up in business on Memorial Day with a turn in weather.

New modified gate charge was received favorably by patrons. Manager Grossman said. Front-gate fee is a 10-cent service charge with the patron being given two five-cent tickets good for anything inside. New \$35,000 Riviera Ballroom turned in a fair opening, with Louis Panico's Band grossing \$1,100 on Friday, Saturday and Sunday. Total gate was 2,300 at \$1.00 per couple.

Patronage Off in Detroit

DETROIT, June 1.—Cool weather has hit parks here and trade in Eastwood, Edgewater and Jefferson Beach parks has been sufficiently below what was anticipated from a good pre-season opening to make further operations dubious until early in June. Management of Fons Park, new development of the past couple of seasons, abandoned a scheduled Decoration Day opening, said Stanley J. Fons, manager.

Badger Spots Start Season

MILWAUKEE, June 1.—State Fair Park reopened on May 26 with free acts and modernized rides. Manager C. S. Rose has installed 4,000 more feet of neon lighting. Modernistic ballroom opened with Russ Morgan's Orchestra. Steve Swedish's is again hostess band in the ballroom. Business was brisk at reopening on May 26 of Ted Toll's Waukesha Beach, with Heine and his Grenadiers presenting a concert at 2 p.m. and a free old-time dance staged at night. Muskego Beach Amusement Park, near Mukwonago, managed by William J. Boshardt, which reopened on May 26, will run week-end afternoons and nights and week-day nights thruout summer.

Old Ohio Spot To Operate

NEW PHILADELPHIA, O., June 1.—Howard H. Stonebrook, executor of the estate of the late Frank E. Angel here, has been authorized by Probate Court to sell Mt. View Park, in near-by Uhrichsville, O., for years one of the better known district spots, owned by Angel, to Robert R. Jersey, Canton, O. Jersey said he would soon announce plans for rehabilitation and operation.

American Recreational Equipment Association

By R. S. UZZELL

Up to and including Sunday, May 26, cold and rain have handicapped the amusement parks and New York Forty Fair. Over on the flats the nights have made cashiers suffer with cold. After a rainy week they hoped for a Saturday and Sunday break but alas it was not to be.

The Parachute Tower has had all the grief commensurate to concessioners over on the meadow, but their moving costs were colossal. And now instead of enjoying its share of bad-weather income it has run into litigation. It seems that Commander Strong has withdrawn from the corporation known as International Parachute Jumps and claims he can take with him his patent rights which the company claims as its property thru assignment. The litigation is set for Newark, N. J. The ride has not yet operated in the new stand. Surely it will not remain idle pending outcome of litigation. Better compromise it, friends. That court procedure is long, devious and uncertain of outcome.

The Flying Skooter and Aerial Joy Ride are also going to the legal mat over patents. A negotiated settlement is much less costly and more satisfactory in the end. Better consult with some of us who have been thru the mill. A poor settlement beats a good lawsuit 40 ways unless you consider only the lawyers who will grow fat on your contentions.

Rehabilitated Riverside Park, Agawam, Mass., sent out invitations to a special group of friends to attend the formal opening to the public on May 29 at 8:30 p.m. They have done a he-man job in making this park live again after a hibernation of eight years. It has required real money and courage, both of which Edward J. Carroll has supplied in liberal quantity, undaunted by bad weather since March 1, a political campaign year with its attendant uncertainty and the world upheaval of what may be the greatest war and most decisive battle of all time. The writer compliments him and wishes him his well-deserved success.

Long Island

By ALFRED FRIEDMAN

Damp, chilly weather has made the mere thought of donning a bathing suit here an adventure, whereas ordinarily at this time the census of those who have been in the surf would run high. Lido Beach Club opening was the high spot of last week with an imposing array of tame entertainers. This spot, an original \$4,000,000 investment, is in new hands. Bus connections between the World's Fair, Washington and Jones Beach will do much to bolster attendance at Jones Beach. Sunnyside Pool is prepping for an opening that has been deferred, due to inclement weather.

Long Beach is buying space in metropolitan dailies as part of its campaign to keep the town in the public eye, the city clerk's office handling general publicity. Rockaway Point is the remaining spot to maintain the pageant policy and announce plans for an imposing one.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Ris ordinary weather extraordinary. The writer, who has been at Playland since its beginning 13 years ago, has never before seen such a stretch of un-parklike weather to plague the big Westchester spot. Concessioners are very optimistic, however. Arthur Abbott is bringing a fresh new conception he has brought out titled Golden Frost and going big. The Photored Corp. is here and doing a whale of a biz, as is the Character Handwriting Co. Ditto the Uzzell Water Scooter. Current free attraction, Les Kimris, went over with a bang, patrons remembering their previous visit.

Everything is moving along with clock-like precision, and with the coming of favorable weather receipts should rise considerably. Beach and pool are now open, but rain and low temperatures have kept attendance down to a minimum. Several large outings have already been held under Harry Summerville direction. George Staples, of booking department, is bringing in a substantial number of bookings. Catherine McDonald and Esther Harris, registered nurses of Playland's hospital, are very much on the job, as is Helen Kraft, efficient matron of Kiddie Playground. Officer Tom McVeigh is on duty at the Circle, with the "old war horse," Charles Bell, at cross-arms and Tom (Whimpy) Egan at the Arena.

New Rocket ship is becoming popular. Bob (Peach Tree) Hanson is again emceeing at the cafeteria refreshment stand. Miss Campbell continues as cutting hostess and Tad Bell as assistant chief electrician. Hasto Ruogo.

Wildwood, N. J.

By M. H. ORODENKER

Hunt's Ocean Pier, open on week-ends, goes on daily schedule late in the month. Guy Hunt and Bill Gerst, again in command, plan to add animal acts in addition to dancing and numerous rides. Turc Duncan is again promoting wrestling in Hunt's Auditorium. Decoration Day opened a new section of the Boardwalk and practically every amusement place has been modernized.

City publicity bureau, headed by John J. Kay Jr., has an impressive line-up of outings and excursions, always good news to concessioners. Prospect of an exceptionally good season is supported by many real estate sales and rentals. Showmen believe increase in employment in Philadelphia and thruout Pennsylvania and shippings in Camden, N. J., will find this resort reaping benefit. At Wildwood Crest real estate sales and rentals continue at a brisk clip. Crest Pier has been renovated and stage enlarged for presentation of a summer series of Broadway productions. Community Nights, starting on April 20, proved such a success that they will be continued.

Stone Harbor Municipal Pier opened on Decoration Day, with Martin Jacobson in charge for the eighth consecutive season. Municipal Pier, Avalon, with theater and Marine Room, will again be center of social life, with nightly dances and programs. Frank D. Windell, who purchased Princeton Hotel several weeks ago, will again operate the Pier Theater.

Deemer Park Incorporated

DOVER, Del., June 1.—Deemer Park, Inc., operating an amusement park near New Castle, Del., was incorporated here with capital of 50 shares of no par value. Incorporators are David J. Reinhart Jr., Frances E. Davis and Marian B. Collings, Wilmington. Park has reopened with a stage show featuring North Carolina Ridge Runners, of WDEL; Johnny Wages and His Sunshine Revue, Marie Corelli and Company, Kellin and Miller, Judy Cummings, Lee Masters, Two Lunatics and Continental Trio. Program was under direction of Jackie Fields.

Philly Pools Start Season

PHILADELPHIA, June 1.—Pools in this area, members of Associated Pools, reopened on May 28, including Boulevard Pools, Woodside Amusement Park's Crystal Pool, Hi-Way Pools and Marble Hall Pool in the city, and Village Green Pools, Somerton Springs, Springfield Pool and Fischer's Pool, near Lansdale. Riverview Beach Park, Pennsville, N. J., also opened the swim season, with other nearby New Jersey pools getting under way on Decoration Day. Boulevard Pools expanded its facilities for sports and outings by addition of 40,000 square feet. Woodside Pool added an extensive sand beach, water slide and kiddies' pool.

Asbury Park, N. J.

By GEORGE ZUCKERMAN

Season's premiere on Decoration Day was somewhat off in this section due to continuation of tricky weather which saw only handful of clear days in the past six weeks. Altho ops for the most part took the letdown philosophically, most of them voiced the adage, "What you miss, you don't get back."

Resort area from Atlantic Highlands to Point Pleasant shows effects of a heavy modernization program. Notable trend has been toward upped budgets for entertainment among spots catering to the dark trade.

Proposed new amusement center here received a set-back last week when the mayor and council tabooed license for block-long set-up formerly owned by William C. Duran, auto magnate, on the ground that location was in the residential area and that devices to be installed constituted games of chance. Syndicate seeking to open new location was reported to have been headed by Florida residents operating in Hollywood, Fla. Attorney for the group threatens to take the matter into court on the ground that devices to be installed do not come in the category of gambling.

Atlantic City

By M. H. ORODENKER

Lex Carlin is back at Garden Pier managing the theater. Also returning is wrestling, with Promoter Myer Saul in command, starting on May 31. Jack Silver and Herman Master are enthused about their new litterbug parlor, also new at the pier, which opened on May 30, first of its kind on the Boardwalk. Jack Yermov, New York, is again handling publicity and advertising for Steel Pier, which is in full swing, lining up thrill acts, water circus, modern minstrel show, feature photoplays, vaude shows, dancing, numerous exhibits, baby wild animal zoo and Steel Pier diving horses with girl riders. In addition to music of Johnny Green and Bob Zurke on Decoration Day week-end, Olga Petroff, high sawing pole, was in the stadium at end of the pier. By agreement with Boardwalk concessioners, pier is installing light lunch counters to feed customers who come early and stay late.

Roller skating is clicking at Hamid's Million-Dollar Pier. Managing Director S. W. Gumperts offered a band-ferst for the holiday week-end in music of Phil Spitalny, Teddy Powell, Jan Savitt, Clem Williams and Eddie Morgan. Louis Cunningham, director of the resort's press bureau, gave credit for success of the contest on June 1 in the Hotel Traymore to select Miss Atlantic City 1940 to host beauties for the September pageant.

Ocean City proposes tightened regulation of merchandise auctions in an ordinance passed on first reading by city commissioners. Altho the license fee for auction shops is kept at the same \$1,000 level provided under the existing mercantile license law, the new measure includes an additional \$5,000 bond. All Ocean City Boardwalk concessions and amusement centers are open, most of them operated by the same lessees many years.

Scandinavian Parks Open

STOCKHOLM, May 7.—Grona Lunds Tivoli and Nofestfallet, amusement parks, opened here as usual, Tivoli presenting a big open-air show with Dandy Merry, trapeze, Fresno and Camillo, barrel jumpers; Arwings, cyclists, and Raf-nistas, acrobats. Folkets Park at Malmo is celebrating its 50th anniversary. Liseberg Amusement Park in Gothenberg has not yet opened. In Denmark amusement parks are compelled to close at nightfall. Tivoli Gardens and Dyrehavsbakken, Copenhagen's amusement parks, opened on May 1.

Features Are Set in Pa.

BARNESVILLE, Pa., June 1.—Mrs. J. Tomat, operator of Lakeside Park here, reported the park's outdoor market and food fair draws about 2,500 cars on Wednesday nights. Park is also doing well with name bands. Johnny McGee broke Saturday night records recently and is due Saturday for another date soon. Clyde McCoy was scheduled for May 30, to be followed by Little Jack Little. JE Ranch Rodeo is to open for an eight-day stand on June 10.

Haenlein Still Enlarging New Center at Columbus, O.

COLUMBUS, O., June 1.—Zoo Park, opposite Columbus Zoo and only remaining amusement park in the district since passing of Olentangy Park a few years ago, reopened on May 25 with Leo Haenlein, a former Olentangy executive, again at the helm. Threatening weather on opening day curtailed attendance but Sunday crowds jammed the midway. Pavilion, former roller rink, will offer old-time dancing Saturday and Sunday nights with Charlie Freshwater's Band and occasional floor shows. Saturday night wrestling will be under direction of Al Hatt.

Mickey Mouse Town and pony track have been enlarged and baseball and soft ball facilities provided. Parking has been augmented for 1,000 cars. Enlarged kitchen and refrigeration will make possible serving of full-course dinners. Blacktop walks and drives have been installed and more neon lighting and a loud-speaker system have been added.

Among rides are Ferris Wheel, Airplane Circle Swing, Merry-Go-Round, Loop-Plane and miniature train, and there are kiddieland, Penny Arcade, photo gallery and other concessions. Manager Haenlein reports picnic bookings heaviest in history of the park.

PITTSBURGH.—Arnold J. Schaumann, 10 years head keeper of Highland Park Zoo here, plans to leave soon for similar work in the East. It is said, having been asked to take charge of a large private zoo at Rockland Lake, N. Y., which will be opened to the public.

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arrangements are under way to install a unit in Palisades (N. J.) Amusement Park pool.

Solly Solomon, who has returned from a successful South American diving tour, raves about new amusement park facilities in Latin America countries.

E. Bollyn, Chicago, writes in reference to a recent swim editorial here on television. Must remind him not to suggest television to his New Zealand client unless he first makes certain they have television there. Walter Thornton, beauty authority, has arranged with Harry Lanzner to broadcast beauty contests direct from the latter's Park Central indoor pool, New York City, this summer.

Among radio programs which will help commemorate National Swim-for-Health Week, starting on June 24, are: Sports Quiz over Columbia Broadcasting System; Bill Stern's program over NBC; Uncle Don on WOR and Mutual; Special Events department of WOR, WNEW, WHN, WMCA; Allie Low Miles on Inter-city Network; Dr. Shirley Wynne on WMCA's Food Forum program. Others will be announced, meaning that radio stations throughout the country will carry the message of benefits of swimming during that week.

Richards and Richards, juggling; Keiso Brothers, comics, and H. Hamilton and Company, slack wire.

TEXAS ROUGH RIDERS and Labelle-Ray Circus Troupe were at the Decoration Day Inaugural in Rocky Springs Park, Lancaster, Pa.

With the Zoos

COLUMBUS, O.—Municipal Zoo's collection will be augmented by a cow and calf. Presentation of these animals, unknown to some school children except by pictures, will be made on the Statehouse grounds on June 12. Gift is from Columbus Milk Council and one of the Ohio dairy breed associations. Earle (Circus) Sortman, publicity director of Columbus Zoo, said the cow and calf will be gratefully received as permanent residents, as Cleveland Zoo officials report their cow has proven popular with thousands of visitors.

PHILADELPHIA.—It was moving day last week for six peacocks, some pelicans, ostriches, vultures, cranes and storks, as their summer playground in Philadelphia Zoological Gardens is being ripped up for renovations.

LONDON, Eng.—Insect House at London Zoo, closed since war began, reopened on May 13. All scorpions and poisonous spiders have been destroyed and exhibits consist mainly of British insects.

JACKSON, Miss.—Under a city-financed project complete renovation and enlargement of Livingston Park Zoo here will be undertaken. A monkey island will be built and present monkey quarters will be converted into an aviary. Moats will be built around the elephant house and small animal cages. Already completed under a recent WPA project are new quarters for larger animals, fowl lake, landscaping and paving.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Faulty Start

Eastern pool operators are in anything but a good frame of mind, and rightly so, for the past six days ye ol' weatherman has played havoc with outdoor swimming. It rained continuously and on Decoration Day temperature registered 50 degrees, which is hardly suitable for aquatics.

Last summer by Decoration Day most swim tanks had a couple of grand in the till and the holiday fell right in the midst of an early heat wave. Small wonder, then, that faces of pool operators are wrinkled in frowns. But just because Eastern outdoor swimming had a faulty start is no reason for nator-turms to take it out on swimmers to come.

Word reaches this department that some pools have already cut down on life guards and have canceled new equipment planned for this season in a last-minute effort to retrench. I know that when money isn't coming in it is difficult to keep shelling out and I personally don't blame pool men for cutting staffs, providing it is done only while inclement weather prevails. But when tanks plan to operate understaffed and cancel necessary equipment just to make up for money lost, that is very foolish.

When weather changes for the best and crowds start coming in, it is not fair to patrons for them to swim with two or three life guards missing. Moreover, it is not fair to them to have to be without extra handball courts if they were planned and advertised. Just because it was cold and rainy early part of the season is not the fault of patrons and there's no reason why they should suffer.

High Diving Info

Reader Wyer W. Smith, Okolona, Miss., asks for certain high-diving records. As has been repeatedly mentioned in this column, only high-diving record I, personally, recognize is one made by Solly Solomon in open competition about four years ago. At that time, Solomon dove 122 feet into a small portable tank of water. Mr. Smith is advised that all other high-diving claims made by aquatic performers are not official. As far as this department knows—and the writer has been interested in amateur and pro swimming for a decade—no other high dive was made in competition. Many divers who claim certain feats are no doubt truthful, but until they can verify these records, I, for one, will continue to take them with a grain of salt. And Mr. Smith is advised to do the same.

"Rosy" Ryan, noted pro baseball player best known for his activities as a Giant star, recently invented a device by which baseballs thrown at a net return thru the air with the same speed as they were thrown. "Rosy" created the gadget exclusively for small baseball clubs which could eliminate extra catchers needed to keep pitchers in training. Device made its debut at the Surf Club in Miami, Fla., the past winter. Six games have been installed at Charlie Keen's Parkway Baths, Coney Island, N. Y., and

Park Free Acts

FREE-ACT season at Buckeye Lake (O.) Park was opened by Capt. (Smiles) O'Tuama's parachute jump, on May 26. Other acts will be offered throughout summer, said Manager A. M. Brown.

AT REOPENING of Muskego Beach Amusement Park, near Mukwonago, Wis., on May 26 Pete Kenny, "The Man on the Flying Trapeze," was presented.

HIGH-WIRE act of Dave Winnie and Evelyn Dottie opened in Eastwood Park, Detroit.

BILL at reopening of Forest Park, Chalfont, Pa., on May 23 included

Coney Island, N. Y.

By SAM ABBOTT

Rain over the week-end (25-26) put a crimp in business but some of the boys did a little despite it. Friday night (24) spots along the Boardwalk were open until after 10. No time is being wasted to get Coney off to a flying start. Operators have been busy painting and fixing up for the seven-days-a-week schedule.

Al Silverman, who has been making photos at Coney for 30 years, reports that he will soon retire from the business. With his wife, Minnie, and daughter, Lucille, he plans to seek greener fields out West. Big news on the island is that the Fascination game boys from Surf avenue have challenged the Bowery boys in a bowling tournament at Johnny Christmas' alleys. Phil Cook says there is no question that the Bowery boys will win. Needless to add what crew Phil is with. Jim and John Kavakos still operating Skooter boat ride on site of old Tunnels of Love. Nick Protenitis is back on Virginia Reel. Julius Tolosa has been busy flashing up his spots. Bub Gardner is back on Bowery managing skee ball. Ben Merson, Long Beach concessioner, was spied at Coney recently. Ruby's Rabbit Game on Bowery still going strong.

Herman Beyer, one of the oldtimers, is expecting big things at his shooting gallery and Wonderland ride on Bowery. Buxbaum Brothers have redecorated the Shamrock House. Tessie Reiser is back on the Bowery with her milk bottle game and giving the boys a good run for their money. Is featuring stuffed toy merchandise prizes. Abe Klein is assisting Jack Asenapocelcos has completed repairing and repainting the new Dodgem. He has Joe Asem with him this year. Neal Kyrimes is now a full-fledged pilot, having recently been awarded his license. Ted Stillman says his penny pitch-to-the-line is building popularity. He's a bowling star on the Bowery team. Gene Cohen has a new game on an old site. He's using the electric penny game this season. Had buckets. Reports chalk statues as tops. Sparta Drome is opened for its 13th season with new free-wheeling cars. Spot has installed fluorescent lighting. Paul Geanes, owner, is represented at the spot by his son, George. Christy Geanes is manager, assisted by Jack Coffey, Tom Brown and Tony Gar-

gulo, attendants. Peter Londis is in the box. Using royal blue and gold uniforms this season. Pinocchio's are going strong at M. Rappaport's souve and novelty stand on the Boardwalk. He's also doing a good job with wire on a mother-of-pearl base. Steve Antone predicts a big season for postcards.

Jack Stern has returned after an absence of four years and is with Boardwalk Gift Shop, owned and operated by Louis Levine and Milton Schwartz. "Barney Google" Granick is talker. Frank Zerlong is managing Raven Hall's shooting gallery and Jerry Bonano the frozen custard spot, where he's been since 1932. Hall arcade has been redecorated and had some new games installed. Pete Weisman, with his brother, Milton, is operating the spot. Rifkin & Block, Steeplechase poker game, are featuring quality merchandise prizes. Pretty Rose Fox is handling the counter at her father's Steeplechase arcade. Here also are Ira Reiser, manager, and Rosario Macaluso and Jerry Granada, penny changers. This spot is new, being rebuilt following the fire last season. Shamrocks at the Boardwalk shooting gallery are Tom McGowan, manager for 14 years, and Myles McCarty.

One of the bright spots on the Boardwalk is Nathan Faber's poker game. Morty Rabinoff is manager, his tenth year. Lester Rabinoff and John Roth are also with this game. Faber is opening a new penny arcade to be managed by Abe and Harry Rosen. Mike Fishman is at the mike at Joe's Bingo for Joe Raziano, owner. Mary Bagby, ex-songstress at the Kit Kat club, is fronting the donkey game on Bowery. In the box at the Spook ride is Frank Ortolano. Leon Reiser is featuring stuffed toys at his milk bottle game. Says 14 years in one spot has taught him that it pays to use merchandise that has appeal. Phil Faber's electric bingo on Bowery is proving a most popular game. Oscar Buchwald has opened the Bowery Barn with Alfred Gario. The colored dancer who wows them here is Sullas (Major) Edwards, a dishwasher, who was drafted from the kitchen to put across impromptu entertainment. Buddy Riser's swing band is on the bill.

Schedule Is Set for O. Spot

BUCYRUS, O., June 1.—Seacalum Park here, owned and operated by C. W. Jolly, opened on May 30. Midway offers 12 Jolly rides and attractions. Dance pavilion will operate afternoon and night on Tuesdays, Saturdays and Sundays. Floor shows will be presented on Sundays. Tuesdays will be known as Scotch Night at the pavilion, with reduced admission. Plans are to use free acts later in the season. Fireworks helped attendance at the inaugural.

Young Gooding at Puritas

CLEVELAND, June 1.—James the recent death of his stepfather, James Visoky, James Gooding, 21, has become one of the youngest assistant park managers in the State. He left studies at Ohio State University to return home and help his mother, Pearl, manage Puritas Springs Park. He has worked at the park attractions and concessions since he was a boy. An expert roller skater, he spends considerable time at the rink, teaching and racing.

FROM ALL AROUND

(Continued from page 38)

Dodgem, installed last year; improved picnic grove, Swiss Cottage and Pippin Coaster. Manager Ben Sterling has scheduled some name bands for Dance Palace.

AKRON.—Sandy Beach Park here has gone on daily schedule, said Manager W. L. Warnford. Three rides, pony track, penny arcade, dance hall and several concessions are on the midway. There is also a bathing beach. Management reported heavy picnic bookings.

KANSAS CITY, Mo.—Victor and Mario Brancato, owners of Fairyland Park here, appointed S. T. Melnick as manager of Crystal Pool, which opened on May 26. Programs of water carnivals, aquacades and moonlight swim parties are planned. Beach has been enlarged and bathhouse facilities increased.

PHILADELPHIA.—John V. Gibney, West Chester, Pa., who reopened Lenape Park, near Chadds Ford, Pa., on May 25, said many school and lodge outings have been booked. Forest Park, Chalfont, Pa., also opened on May 25 and the pool on Decoration Day. Rain marred the openings.

COLUMBUS, O.—Glengarry swimming pool, now in its 10th year, reopened on May 23 after an improvement program. Mrs. Violanta Sammons is owner. Mrs. Lorraine McLeod has been cashier five years, and John Barker heads life-saving and instruction staff. East Side pool reopened on Decoration Day.

BIRMINGHAM, Ala.—With opening of Queenstown Lake Park here, Manager B. O. Edwards announced purchase of a new fleet for boating and fishing. Park features bathing, picnicking and dancing in Roseland Hall Saturday nights.

ST. JOHN, N. B.—Kingsclear Indian Reservation has received from Manager J. Tomat, Lakeside Park, Barnesville, Pa., a request for services of two Indians to operate a concession and make while-you-wait handwork in view of the public. Indians are offered expenses plus all revenue from sales, and invitation is under consideration by reservation executives headed by a chief.

DEBUT IN DALLAS

(Continued from page 26)

Village Tavern and will build a new drive-in and dance spot on Greenville avenue. T. F. Melody has soft drinks. Other concessioners include W. P. Sallis, eat shop and drinks; Mack McCrary, sno ice and pop corn; P. W. Kelley, African Dip and Lindy Loop, and Samuel Bert, restaurant.

Due to failure of Dallas business men to raise sufficient cash to insure operating cost, the State Fair management has abandoned its plan to build a large dance club on the old hand shell location and introduce a summer season of light opera in Fair Park.

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WAR CURBS CANADA GRANTS

Retention of Fairs in Dominion Is Favored To Keep Up Morale

TORONTO, June 1.—Whether fairs and exhibitions throughout Canada should be canceled because of the war appeared today to be a matter of divided opinion. A survey indicated, however, that the annual fairs would be fewer in number and less ambitious in most provinces.

J. A. Carroll, superintendent of agriculture societies in Ontario, came out strongly in favor of retaining fairs, particularly agricultural exhibitions, on two grounds: To continue encouraging the farmer in better production methods, and to keep up the morale of the farm-

ing population.

He said practically all exhibitions in Ontario will be held as usual except in cases where necessary buildings are being used by the military authorities. In Ottawa, for example, Central Canada Exhibition was canceled because Lansdowne Park now is a military camp.

Although troops are quartered at present at Toronto's Exhibition Park, Canadian National Exhibition is scheduled to be held as usual. Military authorities are reported to have concurred in this decision.

Agricultural Situation

Condensed Data From May Summary by U. S. Department of Agriculture, Washington, D. C.

NEWS comes of a quick change in the European political front and the result of commodity speculation rises. Wheat goes to highest prices in three years, feed grains follow, hog prices climb too. Once more the general index of prices of farm products is close to 100. But the index of prices that farmers pay to produce these products is 123. And so the exchange value of the farm products in terms of other goods remains in the low 80's. Meanwhile, 7,000,000 farmers and members of their families go ahead with a full program of spring work—putting in the new crops—employing some 2,500,000 hired hands at wages higher than last year's to help produce the food, the feed, the fibers needed by a domestic market slightly improved as to summer prospect and a foreign one still restricted by the exigencies of European war. All of which sums up in highlight a mercurial agricultural situation and outlook at press time May 1, 1940.

DEMAND: IMPROVEMENT

Some improvement is expected this summer in conditions affecting the domestic demand for farm products. The rate of decline in industrial production was considerably slower in March than in either of the two preceding months, and preliminary reports indicate there was only a small decline in April.

Recent developments affecting such important individual lines of activity as steel, textiles and residential building support the belief that industrial activity in general is now rounding bottom, and there will be some improvement by summer. Reduced output of steel and textile mills together accounted for about 80 per cent of the entire decline in industrial production during the first quarter, but the contraction in new orders for products of these industries was halted in March, and some increase in incoming business has since occurred. Similarly there are signs of reviving interest in home building, following a relapse of several months' duration. Applications for FHA insured home building loans have recently been larger than ever before, suggesting the probability of a spring upturn of something more than seasonal proportions.

Exports of industrial products have given increasing support to domestic economic conditions in recent months. Though the recent spread of the European war will reduce United States exports to Scandinavia, the more active character of the war and the relatively short ocean routes between the United States and Europe will favor American markets, and probably will result in still greater support for domestic industrial activity and consumer income.

EXPORTS: CHANGE

Spread of the war in Europe to Scandinavia has altered somewhat the export outlook for United States farm products. Danish supplies of pork, dairy and poultry products are no longer available to the Allies. A larger portion of Allied purchases may now be made in American markets. The immediate effects

may not be great, however, since there are ample supplies of pork in Great Britain. Exports of evaporated milk from the United States are not of great importance, but elimination of Denmark as a source of Allied supplies may tend to increase demand for the American product.

Despite the prospect of some improvement in the export markets for some American farm products, the net over-all effects of the war on farm product exports will probably continue to be unfavorable. Tobacco, fresh fruit and lard exports have been definitely restricted by the war, and growing import controls among European belligerents.

(See AGRICULTURAL on page 40)

Allentown Plant Will Have Early Hankinson Auto Races

ALLENTOWN, Pa., June 1.—For the first time in history AAA auto races will be held on Allentown Fairgrounds on a date other than fair week, when on July 4 Ralph A. Hankinson will sponsor a card on the half-mile track. He selected Allentown because of the 10,000 capacity of the shaded stands and because "it is the focal point of the auto-racing hotbed in the East."

For 14 years he has been in charge of the Allentown Fair races, in which time the fair has assumed a prominent rank in drawing out huge race crowds.

Date will be fourth in the Hankinson 1940 circuit, which opened in Reading, moved to Langhorne, Pa., for May 12 and will return to the mile speedway on June 16 for a program, including a 100-mile feature finale. The Hankinson drivers will return to the home base after the date here, a stock-car meet having been scheduled for August 4. Seven heats, time trials and a feature race of 20 laps are carded for Allentown.

Lindsay Succeeds Rushton

DETROIT, June 1.—Harold P. Lindsay was appointed to the board of managers of Upper Peninsula State Fair, Escanaba, on Tuesday by Governor Dickinson. He is secretary of Escanaba Chamber of Commerce and succeeds Herbert J. Rushton, who resigned to take another State post.

Business Men Back Annual

HAZLEHURST, Miss., June 1.—Despite the voting down by property owners here of a \$5,000 city appropriation for a new Copiah County Fair plant, arrangements have been made by business organizations to finance cost of the building program. Backers are confident of profits from the annual. New site is near Lake Hazle and will be built thru WPA help.

AFTER a serious leg injury sustained during a dynamite-explosion stunt, Joney McAdoo, plate-glass crasher, has recovered, reported Jean Duncan, of Jean Duncan Death Drivers. He will be with the show and Jimmie Lisk also has joined the troupe.



JOHN T. MCGASLIN, Baltimore, who has been promoted to the post of general superintendent of the entire Timonium (Md.) Fairgrounds. The widely known showman has been manager of the midway of the State Fair for a number of years. For the 82d annual this year it has been decided, because of patrons' demand, to operate the midway features 12 days and nights, last four nights to be in charge of organizations' committees.

Aged St. Stephen Secretary Rescued From Death in Fire

ST. STEPHEN, N. B., June 1.—Walter S. Stevens, veteran secretary-manager of St. Stephen Fair here, narrowly escaped death in a fire which badly damaged a building owned by him. Unknown to firemen, he had gone to his quarters on the second floor to save some of his clothes. When rescued, he was almost suffocated by smoke.

The five-hour fire was fought by fire departments of Calate and Milltown, on the Maine side of the St. Croix River, and by St. Stephen and Milltown, N. B., firemen. Stevens is one of the oldest fair secretaries in the world and his lameness made exiting from the fire impossible without help.

He has been secretary of St. Stephen Fair for nearly 50 years. This Canadian exhibition is closer to U. S. soil than any other Dominion fair and depends on the States' side for at least half of its patronage.

Program Arrangements Set At Indiana Circuit Meeting

NORTH VERNON, Ind., June 1.—Final arrangements of programs were made at a meeting of members of Southeastern Indiana Fair Circuit in Muscatatuck State Park here on May 23, when they were guests of Jennings County Fair Association. Following the meeting guests were served luncheon in State Park Inn.

Among those attending were Earl McCarell, Dr. Quicker, Anderson; Bert Startz, O. A. Triplett, Jacob Young, Leo Wagner, Casgood; Ray Adams, William H. Clark, C. A. Barnum, Ed Hedrick, Franklin Leonard Haag, Fred Wieth, Lawrenceburg; Frank Taylor, Guilford; J. O. Amos, Ira Smith, Elsburg; L. V. Hask, Morrilton; W. J. Arbuckle, Shelbyville; Ed Redman, P. M. Overstreet, Charles McKay, Columbus; C. W. Russell, C. E. Jones, George Owens, Scott Denton, S. B. Berkshire, North Vernon.

12-Day Midway at Timonium

TIMONIUM, Md., June 1.—Owing to public demand, midway features will continue 12 days and nights at the 1940 62d annual Maryland State Fair here, reported Midway Director John T. McGaslin, who was recently named general superintendent of grounds. He said he expects record attendance. Grand stand is to be turned over to four organizations on the last four nights for presentation of special programs. Receipts after 6 p.m. will go to the organizations.

Halifax Annual Not To Be Held

Western boards ask reconsideration on cuts — Toronto and Quebec proceed

OTTAWA, Ont., June 1.—Announcement was made in Halifax that the Nova Scotia Provincial Exhibition there will be canceled this year. Generally fairs and exhibitions throughout Canada will be fewer and less pretentious because of the war.

Dominion government, as one of its many war economy moves, is cutting out grants to fairs and exhibitions except for certain commitments already entered into. Estimates tables last week in the House of Commons showed such grants reduced from \$332,409 last year to \$65,000 this year.

Plan for Quebec City

QUEBEC, P. Q., June 1.—Adrien Morin, assistant deputy minister of agriculture for Quebec, announced on Monday that three of the province's annual exhibitions, those in Three Rivers, Ormstown and Lachute, have been canceled because of the war.

Holding of Quebec City's Exhibition Provinciale is still undecided, but it probably will be held. Mayor Lucien Borne of Quebec said there is no reason now to abandon the exhibition.

Reconsideration Is Asked

REGINA, Sask., June 1.—Customary grant from the federal government to assist Western Canada fair boards will be discontinued this year, according to word received from Ottawa.

For Regina Exhibition this grant has amounted to about \$4,000 and its discontinuance will mean smaller prizes for exhibitors in all live-stock classes.

An emergency meeting of members of the Western Canada Association of Exhibitions was held in Saskatoon, Sask. Also attending were representatives of Class B fairs, also affected by the ruling. A resolution was forwarded to Ottawa asking that the matter be reconsidered. Appreciating difficulties of the government at present, the fair executives nevertheless thought that a grant of some kind should be made, even though it may be smaller than the usual amount.

The grant which is being discontinued is one specifically earmarked for live stock. In Regina this money has been used for distribution among prize winners in live-stock classes. If the government sticks by its decision and finds it cannot make even a decreased grant, then the fairs will have no option but to reduce prize money for live-stock exhibitors by 40 per cent.

One of the difficulties facing fair boards in the Western cities is that prize lists for the summer fairs have been printed and distributed to live-stock men. These lists show prizes which it is impossible to award unless the grant is fully restored. Representatives were on hand from Regina, Brandon and Saskatoon and a letter from Edmonton acquiesced in any decisions reached. Calgary was not represented, but is not so much concerned because Calgary Exhibition is not considered primarily a live-stock exhibition.

Toronto To Carry On

TORONTO, June 1.—Following the example set during four years of the first World War, management of the Canadian National Exhibition here will do everything in its power this year to inspire a war-winning morale. Elwood A. Hughes, general manager, said in luncheon address here on Wednesday.

He said that when the city of Toronto last September gave the federal government use of Exhibition Park for housing troops, a desire that the exhibition continue was expressed by and agreed to by federal authorities. Only a few of the permanent fixtures erected for use of troops will be disturbed during the two weeks the exhibition is open, it was said.

Fair Elections

PLAINVIEW, Tex.—I. C. Sprague, Tulsa, Tex., was elected president of the 1941 Panhandle-Plains Dairy Show here and Pete H. Smith, manager of Plainview Chamber of Commerce, is show manager.

FARMINGTON, Mo.—St. Francis County Fair Association elected: President, Fred Schramm; Vice-president, Henry Nanley; Secretary, H. P. Teal; Treasurer, J. O. Swink; Superintendent, G. A. Doubet.

HOUSTON, Tex.—James W. Sartwell was re-elected president of Houston Fat Stock Show and Live-Stock Exposition; G. L. Childress, Henry W. Dew, Russell W. Nix, Julian A. Westlow, J. Howard West, vice-presidents; George W. Strake, treasurer; W. O. Cox, secretary-manager.

TAVARES, Fla.—Reorganized Lake County Fair Association here elected L. L. Polk, Eustis, president; O. W. Pringle, Leesburg, vice-president; Karl Lehmann, Tavares, secretary-manager; K. W. Loucks, Leesburg, treasurer. New board plans an outstanding fair in 1941.

Fair Grounds

NOTTINGHAM, Eng.—Project for a mid-summer fair in Nottingham in place of the annual October Goose Fair has fallen flat. Authorities offered four days after the Showmen's Guild request for seven. Response from owners of rides was considered too small to justify the substitute date. Usually prominent showmen from all over the country attend the Goose Fair, but prevailing conditions do not justify long trips for a four-day event.

ESTEVAN, Sask.—Replacing one destroyed by fire, a duplex-style barn, 60 by 100 feet, for 38 horses, 14 more than the old one, has been built on Estevan Fairgrounds.

LIBERTY, Tex.—Liberty County Fair directors have voted rearrangement of exhibit buildings in time for the 1940 fair. An additional live-stock exhibit building will be built. President Watkins reported greatest interest ever shown in the annual.

SCRANTON, Pa.—A move to merge Harford and Montrose fairs in Susquehanna County appears to have failed. The Montrose association, however, has voted to take up subscriptions to wipe out a debt and to carry on this year.

HOUSTON, Tex.—Tulsa, Okla., and Houston continue to move toward holding rival oil shows in 1942. Announcement was made by International Petroleum Exposition officials in Tulsa that the 1942 show will be held in May. Houston's Oil World Show, formerly held in alternate years, was scheduled for April. John R. Suman, Houston show president, and W. O. Skelly, president of the Tulsa show, would not comment on the apparent conflict.

SEWARD, Neb.—A WPA project in sum of \$11,405 has been approved for Seward County Agricultural Society, according to word from Washington, D. C., and work will start immediately on some

new buildings, remodeling of some old ones and grand stand and installing a wider-spread waterworks.

WAYNESBURG, Pa.—Historic Carmichaels Fair grounds, scene of harness races for more than half a century, has been sold to David Trimble, Masontown, Pa., for \$4,000.

DOVER, O.—Fire destroyed part of the frame grand stand on Tuscarawas County Fair grounds here on May 23. Blaze was discovered by Herman Wolf, grounds superintendent. Directors will meet to discuss replacing the stand for the 1940 fair. Damage was estimated at \$2,800, covered by insurance.

DENVER, Ind.—Community Association here has purchased grounds on which to hold its annual fair and fall festival and arrangements are being made for erection of permanent buildings, reported Carl Solt, free-act chairman. Association formerly leased the tract. Other officers are Walker Butt, president; Mrs. Ruth Miller, secretary; Elvin Long, treasurer; Lewis Dice, concession chairman.

AGRICULTURAL

(Continued from page 39)

ligerent and neutral nations will similarly affect several other export items. Wheat exports will continue small, but this is owing largely to relatively high domestic prices induced by the poor domestic winter wheat prospect rather than to war. Cotton exports, now declining largely because subsidy payments are no longer being made on new export sales and because the European stocks of American cotton have been replenished, will not be helped by the war in Europe.—E. H. B.

PRICES: HIGHER

Most of the principal farm products except hogs, fruits, chickens and eggs are selling for higher prices this spring than last. Over-all factor is the better domestic consumer demand. Best gains have been in wheat. Cotton is higher on larger exports and domestic mill consumption. Feed grains are higher partly because of the larger quantities needed to feed the increased numbers of live stock. Hogs are lower, downed by supplies disproportionately larger than the increase in consumer demand.

Significant is the way in which prices of most farm products have held the sharp gains registered at the outbreak of the European war. The average of prices jumped 10 points last September. Since then, the average has fluctuated within 2 points below and 3 points above this figure. The April 15 index was 98 per cent of the pre-World War average, compared with 98 last September, and with 89 in April a year ago. The ratio of prices received to prices paid was 89 on April 15 compared with 74 on the same date last year.

Farmers cash income from marketings and government payments in the first quarter of this year was 214 million dollars more than in the like period of 1939. Total was 1,987 million in 1940 against 1,773 million in 1939. Increase was principally in income from marketings of grains, cotton and cottonseed, tobacco, meat animals and dairy products, and in government payments. Total for fruits and vegetables was

smaller than in the first quarter of 1939. Income from poultry and eggs was the same as in that period.

AGAWAM TRAFFIC SNARL

(Continued from page 36)

to pile in tons of trackrock to harden the surface. The farm opened Decoration Day night. Also unable to open was the Motor Scooter, where rain made the track too soft, and the Airplane ride, where opening was postponed until June 6.

Units in full operation were roller rink, Drive-In Theater, Hobbyland Exhibit, Name in Headlines, Photo Lafts, Whip, Showboat, Barbeque restaurant, Dodgem, Merry-Go-Round, archery range, shooting gallery, Skerball, outdoor bowling alley, Penny Arcade, Olga, the Headless Hussion, Loop-the-Loop, Kid-deland, Funhouse, Gang Busters' exhibit and various games. A speedboat provides long rides on the river. Also in operation was the ballroom with Horace Heidt and his orchestra.

A brief dedication program was held in the ballroom on opening night and Chester Fischer, president of the Springfield Chamber of Commerce, offered best wishes of the city.

On Decoration Day an estimated 65,000 visited the park. Traffic tie-up was just as bad. Admission to park and parking of cars is free. Opening free act was the Flying Allens. A picnic island adjoins the park and Carroll has booked numerous picnics, clambakes and steak roasts. Nightly displays are furnished by Interstate Fireworks Co.

RAWSON REPORTS

(Continued from page 35)

went past the partner, made a flat kick 3 and then went around the partner, just the reverse of what the diagram (page 44 Competitive Dances 1940) and directions call for.

To sum up, I found that tight trucks destroyed all possibility of doing one's best in dancing.

RINKS AND SKATERS

(Continued from page 35)

won by Charles Whitman, recent winner of the U. S. Junior half-mile championship at Cleveland. He defeated former city champion Marcus Leubner on a foul.

J. C. Kelley, who has operated Kelley's Roller Rink, Dallas, for the past five years, is dismantling it. He plans to retire.

WINNERS of a graceful skating contest which closed in Rollerway Rink, Revere Beach, Mass., on May 18 were Thelma Hunson and Billy Ryff, reported Floor Manager Carl Russo. Louis Testa and Billy Wilson, Providence, R. I., were recent visitors. Testa giving a dance exhibition. They are to join a roller derby soon.

GOOD business is reported by Mr. and Mrs. Al Loar, who recently opened a new 7,000-foot roller rink equipped with Chicago skates on State Fair grounds, Hutchinson, Kan.



TIME OPEN
FOR A FEW
LATE DATES

World's Highest
Aerial Act, No Nets
No Safety Belts
100 ft. Platform
with a 300-foot
"Bliss for Life."

Permanent address, care of THE BILLBOARD, Cincinnati, Ohio.

Schlenk
THE STRATOSPHERE
MAN

★

WANT

Amusement Company to play CAYUGA, VERMILLION COUNTY, INDIANA, FAIR
AUGUST 13, 14, 15 and 16.
Want 10 Rides and 10 Shows. Limited Concession space but exclusive on Rides and Shows. No split. JOHN LAUBER, Dana, Ind. (Concession Manager). W. N. ASBURY, Newport, Ind. (Secretary).

WANT GOOD CARNIVAL

FOR AUGUST 13, 14, 15 AND 16.

RANDOLPH COUNTY FAIR
E. H. BEEVER, Secy., SPARTA, ILL.

AKRON AGRICULTURAL FAIR

AKRON, IND.

Rides and Day Attractions.
SEPT. 11 TO 14, INCLUSIVE.
Saddle Horse Show, Sept. 15.
ROY MORRIS, Pres. FRED BLACKBURN, Secy.

WANT

RIDES, SHOWS and CONCESSIONS
MOORELAND FREE FAIR

AUG. 21-22-23-24

Write G. F. PARKER, Mooreland, Ind.

CARNIVAL WANTED

AUGUST 7-9-10-11-12

ADVERTISE

CROW WING CO. FAIR ASSN.

BRAINERD, MINN.

Write SECRETARY B. C. WILKINS

WANT CARNIVAL

SPENCER, IND., COUNTY FAIR ASSN.

WEEK OF AUG. 12.

L. C. HUFFMAN, Chairman.

NOTICE

Interested in a Good Carnival to Play Our Midway on August 25 to 31, Inclusive. The Largest County Fair in Western Kentucky. If interested, write or wire W. H. RICHESON, Secy., Warren County Fair Assn., Bowling Green, Ky.

ATTENTION

FAIRS PARKS AGENTS
Now Booking

Few Weeks Open Beginning September 3

CLYDE BEATTY'S CIRCUS UNIT, INC.

Write or Wire to

CLYDE BEATTY'S JUNGLE ZOO, FORT LAUDERDALE, FLORIDA.

INDEPENDENT SHOWS, RIDES AND CONCESSIONS

12 DAYS AND NIGHTS

Sunday, Sept. 1, and including Sept. 12

Last Four Nights Will be Turned Over to 4 Large Organizations, With Special Attractions.

TIMONIUM, MD., STATE FAIR

Absolutely no racket. Clean Merchandise Concessions. Absolutely no money, buy back, coupons or racket. Benny Wise, waiting on you, Bryan Woods, Mrs. Dee Willis, American Mt. Camp. Address JOHN T. MICHALIN, 231 E. Baltimore St., Baltimore, Md.

P. O. —Boonding Lidozy, Shore and Shore, send in your contracts.

WANT RIDES

FOR FAIR, AUGUST 6-9

Open for Educational and Recreational Concession at Grand Rapids, Michigan.

ERNEST B. BLETT, Secy., 23 Sunnyside, S. E.

Who Buys Talent and Why?

Prominent talent buyers give the answers in the TALENT SUPPLEMENT to be published in the SUMMER SPECIAL. Be sure you get a copy of this important edition—subscribe now.

ACTS AND ATTRACTIONS

Send for the complete details about the Talent Section. You can have an advertisement in it and get Free Picture Publicity. Mail a postcard today.

The Billboard
Cincinnati, Ohio

"PRESENT A BALANCED SHOW"

by Frank H. Kingman
Manager
Brockton Agrl. Society
Brockton, Mass.

Should name bands replace other types of attractions at the grand stand? Mr. Kingman believes name acts and girl line needed to balance the program.



Elements Keep F-L Opening Stands in Illinois Under Par

QUINCY, Ill., June 1.—Fairly & Little Shows have endured a siege of inclement weather and are still operating at a deficit despite fair business in their third week of the season here. Noble C. Fairly and Phil Little, managers-owners, announce. Rain and cold have also hampered working crews, and building is not yet complete on three attractions. Opening stand at Alton, Ill., suffered from the weather, which forced shows to remain a second week. A "wedding in the ice," with Terry Hart, chorine, and Crash English, dare-devil stunter, as participants, drew heavily under The Wood River Journal auspices. Local stand, sponsored by United Brotherhood of Papermakers, brought many visitors, including Mrs. Walter White, wife of Beckmann & Gerety Shows' assistant manager. A radio program was dedicated to her.

Roster includes Diving Dames, Kenneth and Viola Blake, high fire divers, operators; Fred Beattie, clown; Vera Smith, Ruby Vaughn, Ruth Bates, Betty Clark, Betty Thompson, chorus; Bill Collins, Richard Pepper, Ed Drake and Sam Lardner, tickets and canvas. Jungle Monsters, Jim Dunleavy, manager; Eddie Carroll, tickets. Circus Side Show, J. J. Bejano, manager; James Chavame, talker; Louise Chavame, inside lecturer; Harry and Mary Leonard, knife throwers; Twisto, human neckbreaker. Prince Denis (See F. & L. IN ILLINOIS on page 62)

Happyland Dearborn Inaugural Eclipses Last Year's Opener

DEARBORN, Mich., June 1.—Happyland Shows opened their 1940 tour at Michigan and Wyoming avenues here on May 25 under Veterans of Foreign Wars Post auspices to variable weather the early part of the stand and business which was substantially above last year's figure. Date marks the fourth consecutive year for shows at this spot under same auspices. Rain on May 24 caused postponement of the scheduled opening, but fair and warm weather drew large crowds on Saturday and Sunday, and rides, shows and concessions' receipts considerably topped those of (See HAPPYLAND OPENER on page 62)

Jones Expo Purchases Modern Lighting Equipment

PITTSBURGH, June 1.—During Johnny J. Jones Exposition's engagement in Washington, D. C., eight modern Diesel electric generators were delivered to the organization there. Mounted on special-built steel wagons, the generators were put into operation the first week of shows' stand in Washington.

Three wagons with special-built light towers have added extra illumination and beauty to the midway. Over 2,800 feet of iron is being made to adorn towers from top to bottom. Investment involves a heavy expenditure. Another wagon and tower is to be built soon to reduce the weight and add to shows' attractiveness.

New equipment gives midway 10 master lighting and six smaller towers. Business for the first week of the two-week stand in Washington, with the exception of Thursday, which was lost to rain, was above that of the 1939 date.

Eger Gets West P.-A. Post

VILLA GROVE, Ill., June 1.—Eddie L. Eger, former special agent with various carnivals, this week signed as press representative of West's Wonder Shows, replacing Roland W. Richards, who recently joined Dodson's World's Fair Shows. For the past three years Eger has special agented Celin & Wilson Shows.

King Joins Jones' Staff

PITTSBURGH, June 1.—Edward R. King, well known in carnival circles as an office executive, has joined the office staff of Johnny J. Jones Exposition. It was announced here. For a number of years King has resided in Savannah, Ga., where he and Mrs. King operated Mark's Camp.

This Mayor "Knows His Onions" In Warm Defense of Carnivals

NORTH ADAMS, Mass., June 1.—Mayor Francis J. O'Hara went to bat in defense of carnivals at a dinner for local WPA workers here Wednesday night, May 22. His remarks were brought on by a recent editorial in The North Adams Transcript which criticized his action in granting a permit to a carnival for this summer.

The mayor's statements surprised his 165 listeners, who included high city and county officials. Following a strong commendation of the good work the WPA has been doing, he said:

"Those who are not as fortunate as others have a right to enjoyment and happiness. I say to the city editor of The Transcript what right has he to say that a carnival shouldn't come to North Adams and attack me for letting the bars down. People who go to carnivals do not always have 35 or 40 cents to spend on a movie, are not able to get in their car and drive to Albany and Pittsfield to secure their entertainment.

"On carnival nights you will see some 4,000 or 5,000 people wending their way down State street, some with only 20 or 25 cents in their pocket. They will pass a pleasant evening at the carnival grounds and at midnight you will see them coming back up State street laughing and enjoying life after having spent a happy evening.

"If it were up to the city editor of The Transcript he wouldn't even promote a Sunday school picnic. He talks about people spending their money at a carnival. You can bet your life what money the carnival takes out of North Adams won't be Transcript money. The city is getting a great deal of benefit out of it and the money secured will be used towards the building of a grand stand at Noel Field."

Prell's Enlarged Over Last Year; Roster Announced

MONTCLAIR, N. J., June 1.—Samuel E. Prell's World's Fair Shows, which officially opened their 1940 tour in Elizabeth, N. J., recently under American Legion Post auspices, have added a number of new attractions this year in addition to rehabilitating last year's equipment and constructing modernistic fronts. Improvements represent a heavy cash outlay by Owner Prell and (See PRELL ENLARGES on page 54)

Tidwell Plainview Date Satisfactory

PLAINVIEW, Tex., June 1.—Good crowds and weather resulted in satisfactory business for T. J. Tidwell Shows' stand at 13th annual Panhandle-Plains Dairy Show here May 7-11. Date marked shows' second consecutive year here and organization presented 10 rides, including Twin Ferris Wheels, Swing, two Kiddie Rides, Tilt-a-Whirl, Ride-O-Skooter, Octopus, Mix-Up, and Queen, the elephant.

Shows were Snake and Monkey, H. (See TIDWELL DATE OKEN on page 56)



ORPHANS' DAY on Goodman Wonder Shows' midway during the engagement in Little Rock, Ark., brought out this group of under-privileged children and their chaperons to enjoy the hospitality of the host, Owner Max Goodman. Photo, which was snapped in front of the new 110-foot-long Minstrel Show front, was furnished by G. W. Franklin.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Big Dough, O.
Week ended June 1, 1940.

Dear Mixer:

The past week found the Century of Profit Show exhibiting in the heart of Big Dough. The entire city is populated with retired millionaires and their families. Even their servants are so well paid that many of them will retire as millionaires. At our Monday opening the midway was jammed with some of America's wealthiest and most important people, many of whose names have made history in banking, diplomacy and art. Hundreds upon hundreds of limousines

were eased up to the curb at the front gate by chauffeurs, who assisted the big-money families to the pay boxes. From 7 p.m. until midnight jewels blinked like a million tiny lights, giving the midway additional innovations in flash and lighting effects. (Show may decide to carry jewels and loan them to our patrons in other spots to give it the "400" flashy illumination.)

The awe-inspiring music rendered by our three-piece colored band stationed at the front gate drew more and more pleasure seekers to the Mightiest Midway (See BALLYHOO BROS. on page 54)

Weather Hampers RAS at Cicero, Ill.; Milwaukee Dates

CHICAGO, June 1.—Bad luck continued to follow Boys' American Shows this week as they moved from near-by Cicero to Milwaukee. Abundance of rain later part of two-week Cicero engagement softened so much that shows were not off until Tuesday morning, following a Sunday closing. Rain in Milwaukee on Tuesday hampered transportation to such an extent that it was necessary to gilly shows onto rear end of the Milwaukee lot, with Tuesday's scheduled opening postponed until Decoration Day.

Officials of Amusement Corp. of America, of which Royal American is a part, said here that they were seriously considering extending the Milwaukee stand to two weeks, postponing the scheduled Madison date until later in the season.

Cicero engagement, first major carnival date in the Chicago area in several years, was hit considerably by inclement weather. Officials were satisfied with business, however, considering the circumstances, and in all probability show will return for a similar still date in 1941. Crowds flocked to the midway when the weather was good. Concessioners said it was a spending clientele. Many indoor and outdoor showmen from Chicago and vicinity visited the shows for the first time during the engagement.

New Britain Click Stand for Coleman

NEW BRITAIN, Conn., June 1.—A break in weather helped give Coleman Bros.' Shows a week of good business and one of the best opening nights in their history at Vibbert's Showgrounds here. Engagement ended last Saturday night. Neal Creamer's new Rolloplane clicked and shows' new Mickey Mouse attraction, featuring a new panel front, opened here. Marty Green is in ticket box. Mulcahey and Dean's beano game, with William Boyer as manager, is getting good play. John Hayes Jr. added another set of diggers and Mr. and Mrs. Lesser joined with candy floss.

Roster includes Tim Deady and Captain LaValley, front gate tickets; Lewis Piper and William Burger, electricians. Rides are Merry-Go-Round, John Valeri. (See CLICK FOR COLEMAN on page 56)

Congress of Oddities Gets Results in Ill.

LINCOLN, Ill., June 1.—International Congress of Oddities opened a week's stand in the downtown sector here on May 27, under American Legion Post auspices, to a good turnout of city and county officials and spectators, reports Johnnie Reeves Jr. Management received numerous compliments on this attractive appearance and the new tent which houses the show, as well as inside appointments.

Organization came here from a week's stand in Pekin, Ill., under Industrial and Trades Exposition auspices, where good (See CONGRESS OF ODDITIES on page 43)

Showfolk at Johnstown Services for Abe Jones

JOHNSTOWN, Pa., June 1.—Annual memorial services for the late Abe Jones, brother of the late Johnny J. Jones, were conducted at Grandview Cemetery here the afternoon of May 17 by Rev. Edward L. Reed, rector of St. Mark's Episcopal Church.

Members of the Jones Family, together with officials of Johnny J. Jones Exposition and many members of the personnel, attended the services, which have been held each year since Jones' death on June 4, 1928, in Canton, O. Shows' band furnished music.

Buck Shows Motorized

NORTH ADAMS, Mass., June 1.—With arrival of seven additional 22 and 24-foot tractor-trailers, O. O. Buck Shows this week became motorized thruout. Fleet now consists of 22 pieces. Last two moves had cut baggage car requirements to two and with the present devices, no more railroad equipment will be utilized. Shows for a number of years had been transported on baggage cars and trucks.

Club Activities

Showmen's League
of AmericaSherman Hotel
Chicago, Ill.

CHICAGO, June 1.—President Frank P. Duffield was in town for a few days but returned to New York by plane. He advised that on his return he will call a board of governors' meeting for an important session. Carl J. Sedlmayr took time off his many duties to run in for a short visit. Mr. and Mrs. Floyd M. Shankle, Pilder Shows, visited and he paid his dues while here. Hymie Schreiber was in town on business and called, as did Tex Sherman, who was en route east. Mrs. Sam Solomon came in hospital for an operation. Among visitors on Royal American lot closing night were S. T. Jessop, George W. Johnson, Bill Carls, Sid Lewis, John Lempart, Max Goodman, Dr. Wochinaki, J. C. McCaffery and Secretary Joe Streiblich.

Dan Odum visited with Frank Odum as his guest. Sam and Mrs. Gluskin were in town a few days. Louis Berger is working out of Chicago in interest of the Imperial Shows. L. S. (Larry) Hogan left for Milwaukee on business and Rubin Gruberg is still in town. Zebbie Fisher returned and Showmen's Home Committee has held several important sessions and expects to have something definite to report soon. M. J. Doolan has closed his winter bingos and now has rides working lots.

Dave Tenneyson and Jack Benjamin joined the Delgarian rides with several concessions. Joe Goodman joined shows at Bloomington, taking along his new trailer. Reports indicate that John Lorman has joined Fairly & Little Shows. A number of the boys are planning a visit with Gold Medal Shows at Waukegan, Ill. Irving Malitz is still in town and advises he may enter a hospital before starting concession work. C. B. Perkinson is recovering from a recent operation. Russell Donnelly is still in the hospital and showing slight improvement. James Murphy is at his home. Pop McFarland and R. P. Travellick are in the hospital. Movie reel committee has completed its shots of various league activities and will weave these into a one-reel film. Look for a showing at your league benefit. Showmen's Home committee soon will mail letters in an effort to get further payment on pledges to Showmen's Home Fund. List of those who have made good on pledges was published in a recent issue.

Heart of America
Showmen's Club

Reid Hotel

KANSAS CITY, Mo., June 1.—Rubin & Cherry Exposition held the spotlight last week with club members who remain here. Several of them trekked to St. Joseph, Mo., to visit the shows. Among them were Tony Martone, Harry Altschuler, Mr. and Mrs. Dave Stevens, Doc Davis, Col. Dan McGugin and Harold (Whitey) Elliott. Several members also visited Armfield's Midwest Amusement Co.'s opening. Visitors during the week included Elmer C. Velare, Royal American Shows, who came in on business, Mr. McGee, owner McGee Shows, accompanied by George Nolan and Verna Adams, came in from Eudora, Kan.

Mr. and Mrs. Walters, Snapp Greater Shows, and O. G. Buton, general agent State Fair Shows, accompanied by Mrs. Buton, came in on business, as did Marlon Thompson, Tri-State Shows. Rainsy and cold nights have been the rule here since shows opened in this territory. When favored with a good day, good business resulted, however. Banquet and ball committee is advertising annual banquet and ball, which will be held as usual on New Year's Eve. Brother Norris B. Creswell, past president, was honored by Ankara Grotto when he had a class named after him. Have you informed the secretary as to your address for the season? A postcard will do the trick.

NATIONAL
SHOWMEN'S
ASSOCIATION
INC.Palace Theater Building,
New York.

NEW YORK, June 1.—President Max Linderman was made one of the organization committee for NSA Memorial Day services at Ferncliff Cemetery. A representation from the organization paid respects to departed brothers, James McGlynn, Homer Sibley and Ike Freedman. Negotiations are going forward to run a mammoth benefit for Showmen's League and National Showmen's Association this summer at the World's Fair. Brother Joe Rogers, campaigning for mayor of the Great White Way, is enthusiastic, as are all concessioners, about the set-up.

Irving Rosenthal is now lining up banquet committee members in order that all arrangements for club's annual banquet be properly handled. Have you marked this auspicious occasion in your date book? Date, November 27; place, Astor Hotel, New York. Belated congratulations to Jack and Leah Greenup on their 23d wedding anniversary, May 27. Doc Cahm, of the World of Mirth Shows, visited the clubrooms while in town.

Brother Max Maurice is in a critical condition in a Stamford (Conn.) hospital as a result of an automobile accident. Adolph Schwartz is still at Lenox Hill Hospital, New York; Max Friedman, Israel Zion Hospital, Brooklyn, and Francis Anderson is recuperating from an appendectomy at his home in Revere, Mass. George Traver visited with friends at the clubrooms last week while in town. Ben Williams promises to run an NSA Day soon on his show.

Birthdays congratulations to August Bernal, June 5; Eugene J. Dean, 6; Charles H. Yeager, 7; Dr. Jacob Cohen, Frank (Whitey) Perry, Dr. Morris Jr., H. P. O'Malley, S. Robert M. Drew, Charles J. Pheasant, Tom Higgins, Anthony Vitale, William Glick, Maurice R. Levy, Harry Brennan, 10; Jack Bean, 11.

Pacific Coast
Showmen's Assn623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, June 1. — Monday night's meeting drew a good crowd, with Dr. Ralph Smith presiding. Al Weber also was on hand. Observing the de-

cision made at the last meeting, George Boyd demonstrated his official version of the salute to the flag. Memorial services were held for the late Brother William Stewart Hannameyer, who died on May 21. Along with minutes and bills the financial statement was read, revealing a satisfactory condition for club funds. Interesting communications were read from Will Wright, Charlie Soderberg, Arthur and Louise Morrell, Past President Theo Forstall, Frank Kirsch, Vice-President Everett W. Cox, Ted LePera and Harry Woodring. Orville N. Crafts and Ross Davis proposed J. Frank Meyer for membership. Tom J. Myers, vet trouter, returned and recalled incidents of the club's inception.

An original lobby sign announced the Ladies' Auxiliary card party on June 6. President Smith appointed Brothers Hatlings, Bigelow, Dunn and Bob Myers as a floral committee to decorate Showmen's Rest on Memorial Day. Brother Frank Downie presented club with a new American flag and Moxie Miller introduced as his guest Paul Leonard, his catering associate in West Los Angeles. Past President Harry Pink congratulated club members for their interest and attendance during the summer. Brother Dan Stathatos, Florist, has been keeping clubrooms in flowers.

Brothers Pat Armstrong, Normal Peel, Jack Bigelow, Harry Rawlings, Dan Meggs and Harry Taylor have been appointed by President Smith to good-order committee and are holding meetings three times weekly. Recent visitors included H. W. (Andy) Anderson, Johnnie Plummer, H. D. Scofield, the Morgan Family and Red and Mrs. Hannameyer. Ross R. Davis won the popularity contest. Refreshments and lunch were served after adjournment.

Missouri Show
Women's Club
MARYLAND HOTEL

ST. LOUIS, Mo., June 1.—Since closing of club's regular meetings little activity prevails around clubrooms. One of last week's highlights was the visit of Mrs. Ida Chase, president Ladies' Auxiliary, Showmen's League of America. She visited the clubrooms and was entertained by several members. On May 23 Mrs. Nell Allen entertained at an afternoon card party and luncheon in honor of Mrs. Mayetta Vaughan, founder and mother of the club, who has spent the past four years in New York and Providence, R. I. She was here for a brief visit while en route to Dallas. Among those present besides Mrs. Vaughan and the hostesses were Viola Fairly, Catherine Little, Marie Jones, Clara Jacobson, Gertrude Lang, French Deane, Irene Burke, Grace Goss, Millicent Navarro, Viola Blake, and Kathleen Riehe.

Table prizes were won by Marie Jones, Clara Jacobson, Catherine Little and Gertrude Lang. Attendance prize went to Irene Burke. Viola Fairly gave a short talk on origin and progress of the club and then presented Mrs. Vaughan with a negligee ensemble, a gift from the club. She was also the recipient of personal gifts from each member. A delicious luncheon was served and all expressed the wish that Mrs. Vaughan would return soon to stay.

DELUXE AMUSEMENTS WANT

Front Man and Lecturer for one of the best framed Miniature Circuses on the road. Also Man and Wife for openings on Side Show and Wife for Illusions. Can place Grand Shows with own outfits. Legitimate Concessions open. What have you, as we look one of a kind entry? This show plays closed cities under strong suspicion, where you are assured a week's work, as we don't tolerate any gift or get-rich-quick concessionaires. Wire or write JOSE BURY, Owner, Week June 9-8, Ware, Mass.

TWIN CITY FAIR

Week of June 10th to the 15th, Sponsored by the Bernard J. Donovan Post American Legion, Post No. 203, Phillipsburg, New Jersey.
Want all kinds of clean Concessions, Stock Wheels, Frozen Dondur, American Palmistry, Ball Games, Best Games, Strong Games, Duck Peed. Can see one or two Cities. Posters, Signs and Show Shows. Can use Merry-Go-Round and one more Flat Ride. Also, Shows, Free-In-One, Ten-In-One, Snaks, Geak or what have you. Can also use one or two good Free Acts. Have for sale one Baby Octopus Ride, cheap for cash. Address all mail and wire to
R. H. WINER, Harwoodville, Pa., Old Home Wick Now.

WEEK JUNE 10TH DE KALB, ILLINOIS

Neatly Framed Pony Ride, Want Octopus and Chairplane. Fairs start July. Good proposition so reliable operators. Sell exclusive Custard and Lead Gallery. Have complete Ten-in-One for capable showman with Acts for sale, make good proposition. Snaks Show complete in reliable showman. We have also for sale useful Show Operator for Shows. Concessions of all kinds. Good opening for Fishpond, Blum Alley and Octopus Candy, Rat Game, Pan Game, Ball Games. Fairs start July.

GREAT LAKES EXPOSITION SHOWS, INC.

This Week, DANVILLE, ILLINOIS.

THE MIDWAY CHAMPION

THE 7-CAR PORTABLE
TILT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners — Modern streamlined — superior construction — economical operation — Priced right — terms reasonable. Wire, phone or write about earliest delivery dates.

Sellner Mfg. Co., Inc.
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BETTER THAN EVER



More than 230 Allan Herschell Kiddie Auto Rides in profitable service. New, 1940. Action Road, over hill, complete ride, \$145.00. Prompt Delivery — Order Now!

ALLAN HERSCHELL CO., Inc.
NORTH TONAWANDA, N. Y.
Builders of the Famous Original
ROCKET RIDE

TENTS-BANNERS

GOOD, USED CONCESSION TENTS;
USED SKATING RINK TENT.
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4614 North Clark Street, Chicago, Ill.

SHOW TENTS
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Fulton Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

PAINTS-ENAMELS

Brilliant New Midway Red Synthetic Enamel
(Reg. 34-75), Only \$2.25 Per Gal.
We Pay Freight Charges
PAINT EXCHANGE OF CHICAGO
2000 Milwaukee Ave., CHICAGO, ILL.

NOW MOTORIZED NOW

WRITE FOR SHOWMEN'S FINANCE PLAN
CHAS. T. GOSS
* With * STANDARD CHEVROLET CO. *
EAST ST. LOUIS, ILL.

GENERAL AGENT

Wanted to start June 22d. Must be able to handle the better class of amusements. Direct connections, code laws, etc. State all qualifications and lowest salary first letter. Will book non-conflicting concessions and shows.

BUFFALO SHOWS,

BOX 808, BUFFALO, N. Y.

WILSON SHOWS WANT

Mechanics, Mechanical and Side Shows. Manager for Midwest. Best Combination Man for Athletic Show. Michigan States that work for 10c. Help in various departments to join at once. Think that join now will benefit by our big Fourth of July Celebrations at the Streets in Hartford, Ill., which has one-half million dollar pay roll July 9th.
THIS WEEK WATSEKA, ILL.

Tell the Advertiser in The Billboard
Where You Got His Address.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 1.—This office is in receipt of a wire from a member, Andy Bros. Shows, advising that Guy Magley, a representative of the Circus, Carnival, Fair and Rodeo International Union, visited the show with reference to organizing it. Similar information has been received from James E. Strates, of James E. Strates Shows, Inc., and in response to the requests of these two member shows we invited Mr. Magley to confer with us.

Mr. Magley came to see us on May 25 and submitted a proposed contract for our examination. We are now examining this proposed contract in detail, and after we have completed our examination we shall be in a better position to discuss the subject with our members. As and when there are further developments, we shall be pleased to notify our membership. If sufficient interest is indicated, we shall consider the possibility of calling a special meeting of our membership to go over this matter in detail. This, however, will depend upon the amount of interest manifested by members.

We wish to assure our membership that under our by-laws this association has no power nor authority to make any commitments for them and any action which is taken must be their own individual free act. It is not the policy of the association to influence the individual decisions of the membership in this matter, but we are merely study-

ing the situation so as to be in a position to furnish our membership with such information as may be necessary or desirable under all of the circumstances.

Los Angeles

LOS ANGELES, June 1.—Revival of El Monte (Calif.) Pioneer Days, May 24-26, drew crowds in excess of any former year. Frank W. Babcock Shows provided the midway. Leo Haggerty is now with the Babcock Shows. Elsie Goebel, 7-year-old daughter of Mr. and Mrs. Louisa Goebel, of the Goebel Lion Farm, made her debut working a lion group.

Rugh P. H. Weir returned from short stay with C. H. Alton's Silver State Shows and will do promotion work in Southern California. Florence Baldwin, formerly with J. L. Landes Shows, purchased a home here. Jack and Virginia Schaller made opening of Golden Gate International Exposition, San Francisco. Babcock Shows opened May 28 at Pico, Calif. H. O. Kruss is doing publicity for Musical Shows, Ltd. Charles W. Nelson, recovered from illness, left on a prospecting tour. Nate Barnett came in from Mission Beach, San Diego, Calif., for a brief visit.

Fred Voelker is on the boardwalk at Santa Cruz, Calif., and Zack (Ozark Red) Hargis is planning a lecture tour. Bob Taber reports good results with the Monkey Speedway and concessions at Riverside, Calif. Walter Towers underwent an operation at Tehama Hospital, Red Bluff, Calif. John M. Miller is back from Mendocino Hospital and recuperating at his Santa Monica home.

Jimmie Dunn returned from a trip north, as did Al Onken. Mark Kirkendall is seriously ill at his home on San Fernando road. Mr. and Mrs. C. S. Hanne-meyer came in town to attend the funeral of the late Pop Hanne-meyer. H. D. Schofield was here from the beach district for a short visit. M. Feinbold and Manny Stone came in from the East for opening of the race meet at Hollywood Park track. Harry (Bob) Matthews and Hoy Tuffy, returned from an extended stay in England. Cool nights have kept down the attendance at beaches. Harry Reed is here for a job at Hollywood Park Race Track. George Schwartz is with Will P. Cavanaugh Co. on Washington boulevard here. E. J. Henderson is recuperating from a recent operation. Irene and Jack McAfee have their dog acts playing clubs and special events.

Charles (Chuck) Gammon and Arthur Windecker left for the Golden Gate International Exposition, San Francisco. Ted Le Pora and wife, Marie, are with the Siebrand Shows.

CONGRESS OF ODDITIES

(Continued from page 41)

business prevailed thruout. Mayor Shade and party were nightly visitors and in the past two weeks several pieces of new equipment were added. They included a new tractor with a 27-foot body which houses the Diesel light plant that provides ample illumination. Visitors during the week included Frank Fellows, Springfield Wagon and Trailer Co.; Charles T. Coos, Standard Chevrolet Co.; Walter White, Harry Burt and E. W. Johnson, Beckmann & Gerety Show; Harry W. Hennie, Ralph Clawson, Hennie Bros.' Shows; Barney Gerety, Pete Cordes and Billy Ellis, Beckmann & Gerety Shows, and many concessionaires and ride operators from Beckmann & Gerety and Hennie Bros.' shows. Eddie Hock and Rube Leibmann, Imperial Shows, visited on the last day in Feklin.

Roster has J. J. Stevens, owner; Arthur Hoffman, general manager; M. J. Hofferon, business manager; Ed (Red) Monroe, general superintendent; Jack Walsh, steward; Pete Jones, electrician; Billy Osborn, general advertising; Ray Marsh Brydon, general representative. Show recently was booked to play Soldiers and Sailors' Reunion, Villa Grove, Ill.

A NUMBER of new and old faces were on hand for Lawrence Greater Shows' stand in Covington, Va., reports Agent Frank Braun. Max Pasnik, pop-corn concessionaire, was joined there by Mrs. Pasnik and two-year-old son, and Mr. and Mrs. Matty Matsoff also arrived, he to take care of a concession and she to sell tickets on the Kiddie Ride. Newcomers included H. M. Kirby, lot man, with ball game, penny pitch and new hoop-la. With Kirby came Mrs. Lynette Kirby with penny pitch; Tom Nelson, grocery store; Mrs. Unice Nelson, ball

"THE RIDE WITH THE TOP MONEY RECORD"



Portable Stages - Ride-O - Auto Speedway - Carousels - Light Towers - Aerial Joy Ride - Hi-De-Ho Fun Houses - Dodgem and Skooter Rides.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
World's Largest Builder of Amusement Devices

SILVER STREAK

As modern as TOMORROW—TOPS in colorful streamlining—speed—capacity and profits, fully portable—loads on two trucks, always the brightest spot on any midway. The soundest investment an operator can make. JUST ASK THE MAN WHO OWNS ONE.

CONCESSION TENTS

Give Measurements as Indicated
BUY from Factory
SAVE Money
POWERS & CO., INC.
26th and Reed Sts., Phila., Pa.

NEW 8-CAR WHIP

We have just published a new booklet of replacement parts for All Whips, old and new. It also contains valuable Whip information. Every Whip operator is welcome to a free copy. Send for it today.

W. F. MANGELS CO., Coney Island, New York

UNITED STATES TENT TENTS

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

SPECIFY USTENT SAILMAKER HAND ROPED TOPS MADE RIGHT, PRICED RIGHT

701 NORTH SANGAMON STREET (Phone: Narmark 0464) CHICAGO, ILL.

ZACCHINI BROS.' SHOWS

WANT for American Legion Celebration, Kittanning, Pa., this week, and every week from now on, no more still dates, this show plays outstanding celebrations and fairs from now on. On account of enlarging our shows, can use one more Flat Ride or any ride not conflicting. A. L. Westcott, puppy, you are missing money. WILL FURNISH hand-crow tops and fronts for capable showmen who can stand properly for the following: Monkey Show, Pooling Show, Snake Show, Man and Wife to operate Fish Bowl Show or any other shows with or without outfits. CONCESSIONS of all kinds except Bingo, Cookhouse, Pop Corn, Apples, Peaches. Everything will positively work Kittanning and all of our acts to follow. John Rea wants Sideshow Acts of all kinds for the best framed Sideshow on the road. Inside Lecturer for Sideshow. Maxtor, wire at once. All concessions are under the supervision of Doc Hamilton. WRITE or WIRE BRUNO ZACCHINI, GENERAL MANAGER, or HUGO ZACCHINI, ASSISTANT MANAGER, ZACCHINI BROS.' SHOWS, Kittanning, Pa., this week.

KEYSTONE MODERN SHOWS

Want for the following Celebrations and Fairs, Cherry Tree, Pa., Old Home Week, Parades and Concessions Daily.

Week June 10 to 15: Glassboro Firemen's Celebration, week June 17 to 22: Allegheny County Firemen's Convention, Glassport, Pa., week of June 24 to 29: July 4th and all week Celebration, Vandergrift, Pa. Have several Celebrations and 12 Fairs to follow. Will place strong Animal Acts as Free Act.

Want Grand Shows and legitimate Concessions of all kinds. Will sell exclusive on Custard and Diggers.

Address: New Kensington, Penna., this week

Horton United Shows

Want Bingo, Pop Corn, other legitimate Concessions.

Clean Shows—Snake Show or Pit. Will book Chalk-Plane or Toy for each. A-1 shape.

Have good spot booked. Have one of the best days of July Celebrations in Central Illinois. Write, write Graham, Ill. this week! Monmouth, Ill., next.

Want Agent for Concessions.

P.S. Notice to Fair and Celebration Committees, we own our own Rides.

Address: GILMAN, ILLINOIS

WRITE SIOUX TIRE & BATTERY CO.

SIOUX FALLS, S. D.

Buy on Our Easy Terms.

BEN MOTTIE

Wants Cook-House Help of all kinds, especially A-1 Griddle Man and Cook. Address:

J. J. PAGE SHOWS

MIDDLESBORO, KY., JUNE 3RD-8TH

STAN BAKER WANTS BUCKET AGENTS

FOR PONTIAC, MICH. JUNE 10-15 AND BALANCE OF LONG SEASON.

Address: 2307 W. Warren, Detroit, Mich.

WANT M. R. WEER SHOWS

Shows and Concessions. Repeating Benton Harbor, Mich., account of rain this week. Allegan, Mich., June 10th to 15th. Address all mail:

MRS. M. R. WEER, Niles, Mich.

Want For GROTO AND DE MOLAY CELEBRATION

Week of June 10th to 15th, Mansfield, Ohio. Want an amount of disappointment, BINGO. All other Legitimate Concessions come to Groto Carnival Week, June 17th to 22nd. Bowling Green Police Men's Celebration, Week of June 24th to 29th. Big Fourth of July Celebration on streets of Upper Sandusky, all week.

Address all mail and wires to

J. R. EDWARDS SHOWS

SHELBY, OHIO

WANT

Shows, Concessions, Merry-Go-Round or Flat Ride of any other ride not conflicting with Ferris Wheel, Chairplane, Kiddie Chairplane and Miniature Train. Concessions: Fish Pond, Pitch-Tilt-Down, Slush Soda, Country Store, High Striker, Duck Pond, String Game, Lead Gallery, Cigarette Gallery, Hoop-La, etc. Penny Arcade, etc. prefer one with Concessions. Have top for 10-in-1 or 15-in-1 Show will help to finance. Celebrations start June 17. Free cats. Cash place Man to manage Photo Gallery. Dr. Sorwell, can place you. Bernard (Mickey) Brown, come on. This week New Milford, Pa.

PENN STATE SHOWS

STEWART WACHTER, MGR.

WANT CORN GAME

Other Legitimate Concessions Open.

WANT MINSTREL PERFORMERS AND WANT GIRLS FOR HAWAIIAN AND ORIENTAL SHOW. Address

ROGERS GREATER SHOWS

June 3-5, Mayfield, Kentucky, June 10-15, Paducah, Kentucky.

READING'S SHOWS

Want Shows—Monkey, Midget, Big Snake, Fat Show, Concessions—High Striker, Knife or Cane Rack, American Palmistry, Duck Pond, Ball Games, Cigarette Gallery, Barkerville, Ky., week June 10; Sikeon, Ky., June 17; with the best 4th of July in the South at Martin, Tenn., Tompkinsville, Ky., 2nd week. W. J. WILLIAMS, Mgr.

LYNN RAINY

Sometimes called "Whitie" or "Slim"

Wants to hear from old friends.

Address: Chambersville, Pa.

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

HOLIDAY—or just another day?

SIGHTED hobnobbing on Foley & Burk Shows in Emeryville, Calif., were Mrs. Johnny Castle and Lucille King.

REX KING has taken over the Athletic Show on Crowley's United Shows, reports R. L. Boyd.

PLAYING picnics and celebrations in California with his baggage-car shows is Frank Babcock.

BUSINESS last week was reported to be between showers.—Mike McGee.

PUBLICITY director on Prett's World's Fair Shows, Harry Fitzgerald is still in a Newark, N. J., hospital.

JOINING Anderson-Strader Shows in Pratt, Kan., with a new Rolloplane recently was Clint Meyer.

FRANK MEYERS has been appointed The Billboard sales agent on E. J. Casey's All-Canadian Shows.

held a housewarming for members of shows in their new house trailer.

COOKHOUSE Geography: Yes, Horace, West Point, N. Y., is some distance from West Point, Miss.

JOINING Billy Giroud Shows in Ossining, N. Y., were Joe Gold with ball game, and Harry Reichman, two concessions.

ADDITIONS to Al Ventres' attractions on Zucchini Bros.' Shows in Ossining, N. Y., included Mr. and Mrs. David (Killer) Mann and Joe Callahan.

DOYLE LYNN, ace drummer, is among features on Crystal Exposition Shows. He's under management of James P. Morgan and Billy Arnte.

WHEN the sun starts to shine on both sides of the street that doughnut winter soon does a fadeout.—Oscar, the Ham.

FEATURED in the annex on Doc Johnson's Side Show with W. E. West Shows is Kitty Kelly. A recent addition was Maxine, half girl.

KNOWN in outdoor show circles as Panther Peggy, Launa DeMoss is still presenting her hula and snake dances in Hi Hat Club, Philadelphia.

AGENT with McClellan Shows for a number of years, Maude Keel has assumed special agent's duties on Al Baysinger Shows.



C. W. FRANKLIN, who handled press chores for Jimmie Lynch's *Death Dodgers* in 1937-'38, is new press representative of Goodman Wonder Shows, having assumed his duties during the organization's stand in Bloomington, Ill. Last year Franklin did radio publicity work.



PUBLICITY DIRECTOR of West's World's Wonder Shows since start of the season, Roland W. Richards resigned that post in Granite City, Ill., to assume a similar one with Dodson's World's Fair Shows, succeeding Floyd (Whitney) Newell. Richards, who has been service with a number of large carnivals in the past 10 years, assumed his new duties at Richmond, Ind., on May 28.

FAMOUS FIBS: "We stayed another week at the insistence of press and public."

SAM BENDER cards he has booked his scales, novelties and pop-corn stand on Pioneer Shows for the season.

REJOINING P. H. Bee Shows in Morehead, Ky., after a few weeks' illness was Arthur Thomas.

MARTIN LAVELLE is in charge of front entrance on Patrick's Greater Shows, reports Don (Lefty) Glendon.

A GOOD press agent out of a job won't hide that fact—if he's good.—John Onceyear.

FRED THOMAS, with kiddie ride, joined Zucchini Bros.' Shows in New Kensington, Pa.

JOINING Bill Johnson's Side Show on State Fair Shows as annex attraction was Harry Pink, better known as Roxana.

IN CHARGE of the office bingo on Hughey & Gentsch Shows is Tom (Doc) Bass, reports Keycheck Harry Hiseo.

REGULATING loud speakers might help for repeat customers. Some midway blitkriegs sure send 'em home early.—Whitney Cooks.

TOMMY DALE, human pin cushion, joined W. E. Bunts' Circus Side Show on Crystal Exposition Shows in Thomasville, N. C.

REPLACING Barney Lamb's Girl Show on World of Pleasure Shows in Pontiac, Mich., was Karl Walker's World's Fair Girl Revue and his Mirror Maze unit.

WHILE Buckeye State Shows were playing Memphis, Charles and Betty Savage

HAVING signed with Ralph Balcom's concessions on Hilderbrand's United Shows No. 1 Unit, Mr. and Mrs. Bull Montana and daughter joined in Hayward, Calif.

FEATURED in the annex of the side show on Rindy Bros.' Shows is Doral Dina DeShon, who joined in Dunmore, N. Y. Don Wilkeman is making openings.

"I've Been Working for the Railroad," sadly sang a manager who had just finished checking up on his first eight weeks out.

HAVING finished school in Roff, Okla., Lorine Chancey joined Mac's Caravan in Dixon, Mo., on May 24 to work one of the ball games with his father and sister. Johnnie, reports Mrs. McNece.

OWNER of Medusa Attractions on Zucchini Bros.' Shows, Mrs. Carl Bartels visited her daughter, Mrs. Martha James, in Jackson, Mich., while shows were exhibiting in New Kensington, Pa.

ASSISTING his boys to erect his rolloplane in New Kensington, Pa., proved painful to Philip Stoeck, who sustained a fractured right thumb when his hand became wedged between two pieces of steel.

LEGAL adjuster of the Raw Deal Shows says he may go to work for the Highway Department. He's met so many of the boys.

VISITED Blue Ribbon Shows in La Fayette, Ind., on May 23 and enjoyed brief chats with Owners Mr. and Mrs. L. E. (Eddie) Roth, Mike Rosen and several others with it. Info K. E. Simmons from Crawfordsville, Ind.

MEDUSA VAN ALLEN, an attraction on Zucchini Bros.' Shows this season, enjoyed a brief vacation recently when she visited her father in Ashtabula, O. She's billed as "The Strangest Little Woman in the World."

VET SHOWMAN, Frank Gaskin, assumed duties as special agent of Buckeye State Shows in Memphis, Frank, who has held various posts with many shows for a number of years, was a commissioner on the organization in 1939.

TEACHER (to bright son of carnival owner): "Johnny, can a show exist without a dependable pilot?" Johnny: "Only time can tell."

CONSISTENT MONEY MAKERS

Loop-O-Plane Octopus Rollo-Plane

Leading All Sales for 1940

WRITE FOR DESCRIPTIVE LITERATURE.

EVERLY AIRCRAFT CO. SALEM, ORE.

ARNER K. KLINE, Sales Mgr.
Eastern Factory Branch
RICHARD F. LUSSE, District Sales, Bucks County, Pa.
Wholesale Suppliers,
LUSSE BROS., Ltd., Blackpool, England.

PENNY PITCH GAMES

Size 4 1/2 x 6 1/2", Price \$25.00
Size 4 1/2 x 5", Price \$18.00
With 1 Jack Pot, \$35.00
Size 6 1/2 x 6 1/2", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24 and 30 number wheels. Price \$12.00

BINGO GAMES

75-Player Complete \$5.00
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HELEN AND BUSTER HAYES have booked their Ten-in-One Show with J. J. Page Exposition Shows and line-up includes Congo, savage freak; Sheep Head, Man, and Bertha Bert, annex attraction and inside lecturer.

STIONING with Mrs. Walter Hunt's Hot From Harlem attraction on J. J. Landes Shows recently were Homer and Dorothy Montgomery, Hot Stuff Mad-buck, Horace McGee and Helen and Bill Basham.

R. LAWRENCE LA LONDE, side show manager with Patrick's Greater Shows, recently added a trained bear cub to his line-up of attractions, which he has named Patrick Jr. Annex also has been replaced by Kwong Nom, narcotic expose.

COOKHOUSE Gossip: "Yes, I WAS offered a better position last winter but decided to stay here where I would have MORE authority."

"WHILE en route to join Dodson's World's Fair Shows, I stopped here to have my car fixed," pens Albert Greenlea from Lexington, Ky., "and met Dude Brewer and family. Dude is second agent for F. H. Bee Shows and seems to be doing a good job of it."



OLDEST MEMBERS in point of service with Lawrence Greater Shows posed for this photo with Mr. and Mrs. Sam Lawrence, owners, while the shows were in Coalington, Va., recently. In the group, left to right, are Max Passink, pop-corn stand; Louis Guerth, Merry-Go-Round foreman, electrician and The Billboard sales agent; Owner Lawrence, Mrs. Shirley Lawrence, and an old standby, Old Man Moss Lightning. Photo furnished by Frank Braun.

CLIFF SWISHER has severed his connections as emcee with Porter Night Club, Danville, Ill., and plans to remain in the Illinois city for about two more weeks. His sister, Mrs. Lillie Carter, advised he spent a part of last winter in a local hospital.

ZACCHINI BROS. SHOWS' midway at New Kensington, Pa., proved an interesting vacation spot for Royal James White, eight-year-old son of Mr. and Mrs. Bob White, vet showfolk. Royal has been attending a private school in Ambridge, Pa., and will spend the summer on tour with his parents.

IT'S imperative to the future of his business that a carnival owner knows what's going on at the last performance Saturday night in the gal show.—Mrs. Uphaw.

VISITORS to West Bros. Shows in Iowa City, Ia., recently included Curly Reynolds, Buck McLenahan, H. Opal Dick Hyland and wife, and Jack Lindsay, of Reynolds & Wells Shows, and Joe and Peggy McNamara and family, of All American Exposition Shows; Herb Hoffmann, Hymie Schreiber, Harry Davis, Slim Johnson and Matt Dawson.

J. W. HARTIGAN tells from Morgantown, W. Va.: "Jack Matthews, B. J. McDermott Jr. and I visited Zaachini Bros. Shows in Connelisville, Pa., and Keystone Modern Shows in Sabraton, W. Va. Keystone was rained out the last night, but all other nights drew heavily. We also saw Ideal Exposition Shows in Fairmont, W. Va., the last night."

PUNLAND SHOWS' notes from Pineville, Ky., by Ted C. Taylor: Mountain Laurel Festival here under American Legion Post auspices drew some 12,000 to town, but weather was so bad that shows did little business. Mrs. Bentley's grab and Felix's pop-corn stand left to

join another show. They were replaced by Mr. and Mrs. Ackerman.

THE aristocracy on our show is tipped off by those who can stay in warm, dry hotel lobbies instead of going to cold, wet lots.—Cat Rack Annie.

NOTES from All-American Exposition Shows by Thomas Arenz from Okaloosa, Ia.: Cold and rain hurt shows' stand in Centerville, Ia., while Okaloosa opening was satisfactory. Tuesday and Wednesday nights were lost to cold, however. The Kings, mentalists, joined in Okaloosa and Everett Harley added two monkeys to his attraction.

PERSONNEL of Stranger Than They Seem attraction on Ostin & Wilson Shows includes William Noller, talker; Larry Koutz (El Key), magician and emcee; Mrs. Evie Koutz and Lloyd Parker, tickets; Robert Walker, broom boy; Louis Knox, Jo Ann Wilson, Pauline Noojin, M. E. and Clara Lovit and Nada Noller; Lydia Shooks, annex; Steve Sulentic and Arthur Ellis, canvasmen.

"EMPIRE SHOWS played 5th of May Celebration in San Pedro Park, San Antonio, to fair business," letters Joe Lucia from Sonora, Tex. "The writer jumped in here and worked to good results, as did Lydia Knight, with Bingo. Mr. and Mrs. Moore have the Merry-Go-Round and Big Boy Powers has the Kiddie Ride. Pearl Edwards is ticket seller and Bill Williams is Mix-Up foreman."

FAMOUS last words: "We knew the town was a t. h. when we booked it, but it was only a 25-mile move, so we saved on gas and oil."

"ABOUT TWO WEEKS AGO I motored to Norwich, Conn., to see Coleman Bros.' Shows," advises Harlan M. French from Willimantic, Conn. "It was cold and cloudy and crowd was small. On May 24 we returned to Norwich to visit Art Lewis Shows, which exhibited on Elks' Field Showgrounds. Altho October-like weather prevailed, shows seemed to be doing fair business."

"WORKING TO GOOD results on Reynolds & Wells Shows in Hall of Oddities attraction," reports Rae Terrill, annex feature, from Belle Plaine, Ia. "Recent additions include Wayne Augsburg, fire eater, and Johnny Hutchins, electric chair. Rajah Rhoda and Maxine left for another show and we have Chief Ke-Wa-Den, Indian astrologer."

OFFICIALS of Crafts 20 Big Shows, Deville N. Crafts and Roy E. Ludington, instigated a blitzkrieg of their own recently out on the West Coast when they hopped into Crafts' new plane and landed a few closed towns and boyed over what was heretofore believed to be impregnable city ordinances pertaining to carnivals. Maneuvers resulted in shows enjoying exceptional business with a pay gate in one of the towns.

MANAGER of Famous Pin Head Shows (to third executive assistant): "Happy up and put on the gate! They're at least dozen stragglers on the lot now."

KNOWN as the "Three Musketeers," Sunny Bernet, Globe Poster Corp.; Bernie Mendelson, O. Henry Tent and Awning Co., and Ned Torti, Wisconsin De Luxe Corp., made it a foursome when they took Pat Purocell, publicity director, Jimmie Lynch, Death Dodgers, into their select circle while visiting in St. Louis and making the rounds of various shows playing in the Mound City and vicinity the past two weeks.

VISITORS to Hilderbrand's United Shows No. 1 Unit in Hayward, Calif., included Mrs. Belley Burglon, Castle, Doris Friedman, Mr. and Mrs. Hugh Bowen, Mr. and Mrs. Buck Buchanan, Jackie Morris, Ralph Bobby, Stanley Cole, Bud Cross, Pearl de Pellaton, Mrs. Erna Worland, Stephan James, J. J. Davis, Mr. and Mrs. Robert Brockman, Mrs. Katherine Quivala, Mr. and Mrs. Hal Borin, Roy de Pellaton and Miss Katherine Quivala.

NOTES from Lawrence Carr Shows by Frank J. Bennett Jr.; Cookhouse and grab stand are managed by Chief Leonard Gish, of Dorothy Concession Co. All ideas are under direction of Ride Foreman Frank Perry, Ferris Wheel is operated by Fred K. (Curly) Johanson; Merry-Go-Round, Dexter (Cowboy) Smith; Chairplane, Tony, the Wop, Writer and Joseph Smick are boss concessioners. Tony Blacklums' ball game (See MIDWAY CONFAB on page 38)

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World of Mirth (Railroad)

Elizabeth, N. J. First six days ended May 26. Location, City Fireworks Grounds. Auspices, American Legion Post. Business, bad. Weather, rained out six days.

A miniature cloud-burst which caught several thousand patrons on the grounds early on May 20 opening continued with more or less frequency thruout Saturday night influenced request of sponsors that shows remain for four additional days. General Manager Max Linderman agreed because shows hadn't had a chance to operate more than a few hours. Then, too, settings back of dates was agreeable to sponsors under whom shows will appear soon. Over 20 tons of cinders, sawdust and shavings were spread over the midway during the week, but it rained too hard and too long. New date lines were rushed thru and all billing for Elizabeth was redated on Saturday by an extra crew directed by Billposter Prosser. Prosser previously had to redate paper which was liberally displayed thruout Plainfield, N. J. General Agent L. Harvey Cann was busy resetting railroad and committee contracts. JIM McHUGHL.

Cetlin & Wilson (Baggage cars and trucks)

Altoona, Pa. Week ended May 25. Location, Gamble Hill Field. Auspices, Military Order of Cooties, VFW Post. Business, good. Weather, overcast and intermittent rain.

Gamble Hill Field is city's best location and shows drew an amazing turnout for such unsettled weather. E. K. Johnson, advance man, did a good job of setting shows. Smilo clown, talked to school groups and a big parade down the main street Tuesday night helped box-office draw. In parade were Roetler's sound truck, Zecchini's cannon and several floats, featuring girls from Paradise Revue. Mayor Charles Rhoades co-operated. Speedy Merrill's Motordrome and cookhouse, under direction of Ed Hollinger, are popular. A children's safety bicycle parade led by Smilo, clown, and members of the VFW Post bicycle safety club was held Saturday noon. Frank Powers, advertising manager Altoona Tribune, and a group of leading citizens visited early in the week. Jim Shafer, Altoona Mirror, visited and played host to many members of the shows. Other visitors included Joseph Berger, city editor Tribune; Jean Walker, society; Bill Mahon, photographer; James Brantlinger, sports; Roy Thompson, WPKO radio; S. W. Patton, advertising manager Gables store; Jack Rickabaugh, The Mirror; and John Phillips. Concessioners include Mr. and Mrs. Antonio Pastano, Dick Burns, Kersey Thomas, Shorty Gorman, Irvin Goldberg, Smiling Jack O'Brien, Mr. and Mrs. Lou Margolis, Bob (Muscles) Martin, Dutch Lane, Mr. and Mrs. Sully Winneman, George Rosen, Mr. and Mrs. Claude Sechrist, Mr. and Mrs. L. D. Calk, Mr. and Mrs. Eddie Davis, Irvin and Gay Walker, Mr. and Mrs. J. E. Walker's children, were hits on benefit show. RAY MURRAY.

Dee Lang's (MotORIZED)

Rock Island, Ill. Week ended May 25. Location, Riverfront Showgrounds. Auspices, American Legion Post. Business, fair. Weather, fair, with heavy rains on Saturday.

After a successful overnight jump from Muscatine, Ia., shows played to good crowds on Sunday and other nights when weather permitted. Weather the last several days of the week was threatening, climaxed by rain on Saturday and dispersing one of the shows' largest matinee crowds. All in all, however, fair business was chalked. Skooter, Octopus and Minstrel Show were top money-getters. E. H. (Blackie) Adams returned here to take over the advance, and Frank J. Klein assumed management of Penny Arcade, replacing Joe Klein, who is now superintendent of new Diesel light plants. Visitors included Mr. and Mrs. J. B. Gibson, Mr. and Mrs. Lawrence Flannery, Mike Debrey, J. B. Watson and Messrs. Laughlin and Bruer, of West Broes' Shows. JOHN PABARCUS.

Art Lewis (Railroad)

Norwich, Conn. Week ended May 25. Location, Elks' Field. Auspices, Young Men's Italian Club. Business, poor except Friday and Saturday. Weather, rain and cold thruout except Saturday.

Jupiter Plusius got in plenty of work here, rain prevailing every day with cold weather at night. It cleared on Friday and Saturday, however. Business was poor except week-end, when some 5,000 turned out the last day. There were about 2,000 fewer on Friday. Saturday's matinee was fair. Kiddies patronized rides and Art Converse's Circus Side Show. Jamboree was held Thursday under direction of Gene O'Donnell, Julia O'Donnell, Mrs. Morency, Mrs. Johnson and others gathered a good sum on their award. Harlin Barkoot made an acceptable food donation. Mr. and Mrs. Howard Belfrage gave the door prize. President Max Linderman, National Showmen's Association, and Doc Cann visited. Vice-President Art Lewis. Other visitors included Jimmy Flynn, John Moran and Andy White. Doctor Bozeman has a clean list of patients. Charles Lewis is plenty busy. Eddie Delmont is taking usual care of the funsters. Percy Morency still doing a good job of locating shows, as is in moving the organ-

radio station also co-operated. Hugh (Ike) Shott, publisher, was liberal with space. Duke Jeanettes' Circus Side Show clicked here. Mike Roman's cookhouse was popular. John Robinson returned to Cincinnati, to frame a new circus to be installed on the midway soon. Nick B. Stepp, secretary-treasurer, presiding in the office wagon. Police Chief J. Ben Bibb, of Oak Hill, W. Va., visited, as did John Contos. George T. Chestnut is out of the hospital and back on the job as advertising agent.

Bluefield, W. Va. Week ended May 18. Location, Airport Showgrounds. Auspices, VFW Post. Business, good. Weather, fair.

An excellent week's business was recorded here, despite variable weather. Hot days and cool night predominated. Showgrounds were level, two miles from town and, with good 5-cent bus service every 10 minutes and a tie-up with the bus lines, date drew heavily. Hugh (Ike) Shott, publisher The Morning Telegraph and Evening Sunset News, was liberal with space, while Jimmy Bantia, local sports promoter and president West Virginia Restaurant Owners' Association, was a frequent visitor. John Robinson IV visited over the week-end. Graves H. Perry, State tax collector, arrived to accompany shows as usual during the tour of West Virginia spots. Willie Lewis has several concessions and is

Wednesday night, after closing, 50 members of the Good Fellowship Club held their weekly meeting in the Dope Show top. Mrs. Joe Decker was elected secretary-treasurer to succeed Mrs. Benny Smith, who left last week. Four games of bingo were played and members were thrown into an uproar when 10 astonished members were called to the stage and, where they were forced to sing, dance and offer recitations. A picnic is to be held soon. BILL SNYDER.

J. J. Page

Appletta, Va. Week ended May 25. Location, Island Showgrounds. Business, good. Weather, variable.

Date marked first time shows played this lot in several years. Business was good first part of the week, while Saturday, pay day, turned in a record gate. Ferris Wheels led rides, with Ride-O second. All other rides did well. Jack Smith, who succeeded Pop Hullinger on the Minstrel Show, brought first money to the Minstrel, while Side Show and Hollywood Revue were near by. All concessions did very well. Roy Pann, lot superintendent, did a good job of laying out shows. Mr. and Mrs. Buster Hayes have taken over management of Side Show, featuring Congo, with Bertha-Bert in the annex. Joe Neister joined his partner, Frank Longmore, who operates the kiddie automobile and concessions from his Philadelphia home. He was accompanied by Mr. and Mrs. Bill Marquette, who intend adding a concession. Henry Stulken joined with three concessions: Miller Yenke, two; Frank John, one, and John Lyons, photo gallery. Shows seem to have about run out of the bad weather. Several Mighty Haug Circus folks visited. Bennie and Alice Fowler and son, Benny Frank, visited on Monday. Sensational Royals, free act, continue popular. R. E. SAVAGE.

Rubin & Cherry (Railroad)

St. Joseph, Mo. Week ended May 25. Location, Sixth and Atchison streets. Auspices, Sons of American Legion Post. Business, fair. Weather, cold and rain. Ten-cent gate.

A torrential rain the first night of the engagement drove some 3,500 patrons to shelter from the grounds and extremely cold weather and intermittent showers the remainder of week precluded any possibility for shows to go any sizable business. Among many visitors from Kansas City, Mo., were Dave Stevens, Myrtle Schreiber, Tony Martone and several members of Heart of America Showmen's Club, and Elmer Velare, vice-president Amusement Corp. of America. Driving thru from Waterloo, Ia., Eddy Lowe, The Billboard agent, sustained cuts and abrasions when his trailer overturned on the highway. He was placed under care of Dr. W. B. Davis, shows' physician, on his arrival here and is back on the job. SAM WARD.

Prell's World's Fair (MotORIZED)

Dunellen, N. J. Week ended May 25. Auspices, fire company. Business, poor. Weather, rainy.

This week's report could be summed up in one word, rain, which prevailed all week. Old Sol showed himself at day, but with opening came rain. In between showers, however, attractions managed to entice a few patrons. World of Mirth Shows exhibited at Elizabeth, N. J., and visits were exchanged between personnel. A near billing war was averted by managements of each show by simply confining billing crews to their respective areas. C. Jack Shafer is enlarging personnel of his Odd But True Side Show, Belle Bonita Walker being among the latest to be signed. A new line of paper arrived from Triangle Poster Printing Co. Contracting Agent Charles Powell is kept busy attending details of the show. He also has assumed distribution of merchant tickets. Abe Wolf has the Monkey Speedway clicking. Master Electrician James Price completed installation of an additional transformer, made necessary by delivery of two more rides. Trucks present an attractive appearance in their new red and gold color scheme and Transportation Manager Ben



AQUAVUS, NEW WATER CIRCUS and feature of Johnny J. Jones Exposition, is reported tops in attendance on that midway. Posing here is the cast, left to right: Murray Jones, Richard (Bozo) Burns, Grace Loftis, Genevieve Branam, Babe Taylor, Barbara Hamilton, Betty Jones, Dorothy Obiecki, Spud McBride and Jerry O'Brien. An old-time attraction, it is under management of Paul D. Sprague.

ization. Patsy Bell and Mazie Malone joined the Follies. Howard and Mrs. Bryant are back at the Cotton Club Revue. Mary Binger has recovered from a recent accident. Kathryn Teuscher's Two-Headed Baby and Paris shows are doing well. Dantini has some new illusions and magic. Art Presslet left the motordrome. George Roy left the hospital in Wilmington for his daughter's home. DICK COLLINS.

John H. Marks

(Baggage cars and trucks)

Vienna, W. Va. Week ended May 25. Location, downtown. Auspices, Vienna Business Men's Association. Business, fair. Weather, cold and rain.

This was the smallest town shows have played in many years. Most of the patrons came from Welch, seven miles distant. Business was far below par at all times, with Saturday night drawing the biggest crowd. However, bingo, owned by H. W. Jones, and operated by Ralph Flannigan, reports its best week since leaving Richmond, Va. Doc Anderson's Club Chocolate Minstrel Revue did well, as did International Casino, managed by Col. Tommy Thompson. Capt. Leon Blodson's Monkey-Land Circus also clicked. C. W. Cracraft, general agent is back on the job after a brief illness. Mrs. Cracraft joined here. Welch's daily newspaper, Daily News, with Don Keyser managing editor, co-operated. Bluefield

legal adjuster. Rose Bennett's concessions are doing well. Shows' radio unit, with talent from Clyde Davis Revue, broadcast via Station WGLS Thursday afternoon. General Agent C. W. Cracraft was confined to his hotel room for several days after an accident, in which he sustained a sprained ankle. George T. Chestnut, advertising agent, is in St. Luke Hospital here recovering from injuries sustained May 19 when the advertising truck overturned. Fred Sawyer is making openings on Doc Anderson's Club Chocolate Minstrel Revue. WALTER D. NEALAND.

Zacchini Bros.

(MotORIZED)

Connellsville, Pa. Week ended May 25. Location, Fayette Athletic Field. Auspices, New Haven Hose Co. Business, excellent. Weather, warm all week; rain Thursday and Friday.

Committee members co-operated and warm nights succeeded in keeping midway filled. However, rain, which came a half hour after opening Thursday night, forced an early closing and rain kept shows from opening Friday night. Shows and rides enjoyed excellent business during the lengthy Saturday matinee. Midway was jammed until late Saturday night and all reported good business. The Daily Courier was liberal with space. Tuesday night 50 Courier newboys were guests of Hugo Zacchini.

prell has made some good moves the past few weeks.

Montclair, N. J. Week ended May 18. Location, *Kew-Field*. Auspices, *American Legion Post*. Business, *excellent*. Weather, *good*, except Thursday. Pay scale, 10 cents.

This date exceeded management's expectations and as town had been closed for a number of years, natives turned out en masse. Contracting Agent Charles Powell had lot in good shape and, after a fast move from Elizabeth, N. J., everything was ready Sunday night. Great Brosini Troupe and Sonny Boy Campbell, free acts, were well received. C. Jack Shafer has whipped his attractions into shape and Bill Brice, aided by Ted Barro, trick and fancy rider, has his Motordrome clicking. All rides had good grosses, with Twin Ferris Wheels leading. French Casino led shows, with Brodick's Hot Chocolate Revue second. General Agent Leo Bistany returned for a conference with Manager Sam Brall. Spick and Span Diner, operated by Jack and Max Kennedy, is proving popular. "Candy's" Bingo, under management of Freddy Blyth, is holding its own. Pat Fennerty has concession row in good shape. L. L. (Buck) Buckner, boss canvasser, joined here after completing canvas repairs at quarters. Personnel exchanged visits with members of Art Lewis Shows at near-by Hawthorne, N. J. THOMAS W. RICE.

John R. Ward

Cherter, Ill. Week ended May 25. Location, *new ball grounds*. Auspices, *VFW Post*. Business, *fair*. Weather, *variable*.

Another return engagement with same committee giving same co-operation, with Ex-Post Commander Clayton, Conrad Kiefer and John Drake alternately in charge. Business here, with almost identical conditions, was a fraction better last year. Unused part of the lot, the diamond, provided ideal parking space with members of show and committee sharing the job. Maggie Murphy, billed "Chimp With Human Brain" on her second engagement here was popular. For the past several weeks, the workshop has been the first top erected upon shows' arrival, and many new features are in process of construction, including a new calliope truck for the daily parade. Mr. and Mrs. Charles T. Goss, of St. Louis, visited, as did Jack Stumpe, manager, Perry County Fair and Mayor of Pinkneyville and wife party. CHRIS M. SMITH

Crowley's

(Baggage cars and trucks)

Las Vegas, N. M. Second week ended May 18. Auspices, *American Legion Post*. Business, *fair* when weather permitted. Weather, *four days rain*.

Committee, city and county officials co-operated and Manager E. W. Wells spent most of the week entertaining them and week's bad business with a smile. Owners Mr. and Mrs. G. C. Crowley and daughter took a sight-seeing trip to the mountains near here. Mr. and Mrs. B. C. Cunningham added a new concession, which the latter is operating. Eddie J. Lynch was away for several days on a business trip. Myron J. Clevenger repainted America and Fan Show fronts and reports good business. Mrs. Clevenger's pop-corn and candy apple concessions have been clicking. Jack Rowe is building a new concession for his wife. Mr. and Mrs. M. O. Williams, concessioners, report fair business. Glenn Osborn, legal adjuster, is pleased with co-operation received from city and county officials. Visitors were Mr. and Mrs. Jim Schneck and Mr. Levine. R. L. BOYD.

O. C. Buck

(Motorized)

Newburgh, N. Y. Week ended May 25. Location, *State Armory grounds*, Mill street. Auspices, *American Legion Post*. Business, *good* considering conditions. Weather, *rain five days*.

Playing American Legion Post Spring Villa for second consecutive year, shows chalked good results despite bad weather, which prevailed thruout. This year an exposition angle was injected into the scheme, and under a large top four big shows, many merchants had displays and booths. Capt. William Barnett, committee chairman, and assistants co-operated. Bennie Wells opened here with his Yankee Valley Monster Show and to good results. Fred Munn's Trained Animal Show received another shipment of monkeys. Grosses for this show are hold-

ing up well. Lloyd and Clementine Coffey's Expose Shows also opened here and registered heavily. Name has been changed to Port of Missing Girls. Additions include Mr. and Mrs. Dettol, two concessions, and A. Lybolt, ball game. Visitors were King Reid, of shows bearing his name; Mr. and Mrs. Carruthers; Mack McConville; Charles Godfrey, manager Good Will Flying Circus. R. P. McLENDON.

World of Fun

(Baggage cars and trucks)

North Tazewell, Va. Week ended May 18. Location, *Edwins Showgrounds*. Business, *fair*. Weather, *fair*. Price-cent gate.

Shows opened on Monday night despite the fact that it looked impossible as the lot was a hilly one and ride crew was forced to do much excavating to get attractions up in time. Altho nights were cool, attendance held up well, excepting Thursday, which was lost to rain. Midway opened daily after school hours. Saturday the midway drew some 6,000 kiddies with a three-cent gate and all were admitted free on rides until 6 p.m. Saturday night gave capacity crowds and all reported satisfactory business. Local papers were liberal with space. Ken Davis, free act, joined here and was well received. Sound truck covered a 30-mile section daily. County and city officials co-operated, and D. W. Leslie's Tilt-a-Whirl topped rides. General Agent Billy Marco left on an extensive booking trip. General Manager J. E. Steblar is recovering from burns about the face sustained in Plasterco, Va., when the pop-corn stand caught fire and exploded. Whitney Davis, ride superintendent, is building a new star for the Ferris Wheel. Members of John H. Marks Shows exchanged visits with personnel. Other visitors included Fred Boswell, manager, America's Favorite Carnival; Fred Belton. Mr. and Mrs. R. G. McHendricks, Jack Mansfield and Walter Cordie and family, who visited nightly. Pete Smith has recovered from injuries sustained in Plasterco, Va., and Ed Poquette added a concession. Roy Brown has the sound truck. RAY SHARPE.

Motor City

(Motorized)

Pontiac, Mich. Seven days ended May 19. Auspices, *VFW Red Arrow Post*. Business, *good*. Weather, *rain and cold*.

Move here from Battle Creek, Mich., was made in record time and shows were ready for Monday night to a good crowd, altho cold weather prevailed. Shows, rides and concessions got good play. Tuesday morning sun shone early and it was the first real carnival weather shows have had since opening. Tuesday night 2,359 paid admissions passed thru the gate, in addition to children who were admitted free. All did business. Next three days and nights were cold and rainy, but good crowds turned out. Saturday business was successful. Saturday night drew 3,845 paid admissions and all chalked good results. Sunday morning a miniature cyclone and rainstorm hit the lot, doing much damage, but things were in shape for the afternoon, which drew a fair crowd. Sunday night's business was big. This was the first show to play a Sunday here. A number of members of World of Pleasure Shows visited Sunday afternoon. Lighting effects on show fronts and new panel neon fronts have been attention-getters. Many Elks appeared on the midway during the week. Mr. and Mrs. Bennie Baker, who reside here, visited the writer several times during the week. HARVEY (DOC) ARLINGTON.

Rogers & Powell

(Motorized)

Manila, Ark. Week ended May 18. Location, *heart of town*. Auspices, *American Legion Post*. Business, *fair*. Weather, *cold and rain*.

Short move found everything ready Sunday night and personnel attended local picture show thru courtesy of Manager Vanderhoff. Manager R. B. Rogers, after getting the house trailers placed, also took in the movies. Rain Tuesday, Thursday and Friday knifed gate receipts, but good business on Saturday helped shows wind up on the right side. Manager Rogers and sister, Mrs. N. V. Powell, visited Mr. and Mrs. Joe Gallier, Buckeye State Shows, and Mr. and Mrs. Starbuck, Bennies Bros. Shows, while both organizations were in Memphis. Mildred Miller's mother, Mrs. Hearn, of Memphis, visited her here. Mr. and Mrs. Lames, with ball game, joined here, and

Mr. and Mrs. Jake Miller went to Memphis, where they took delivery on a new car. Mrs. Richey's 1940 Folias is clicking, as is Down in Dixie Minstrels, operated by Jewel Cane. Ansel Rome's corn game is getting its share, with Dixie and Booth Ragsdale assisting Rome. Slim Johnson added a penny pitch and Mrs. Frank Ames added snow cones to their list of concessions. Eddie Hulse added several cocker spaniels to his dog act. Red Higgins' cookhouse is clicking. ANSEL CARY.

United American

(Motorized)

Marshalltown, Ia. Week ended May 25. Auspices, *Tell Corn Exposition*. Location, *streets around Public Square*. Business, *above average*. Weather, *cool and clear*, except rain Monday night.

Tell Corn Carnival, promoted by a group of leading business men, proved a hectic stand for all staff members and more opposition was encountered than an old-time circus brigade ever had. Octopus and Loop-o-Plane were moved twice to satisfy two citizens, and all shows on the altar of Public Square had to be taken down to satisfy another. Music and loud-speakers were banned until late afternoon daily and many concessions were ordered closed. All in all it was a trying week for management and personnel. Mr. and Mrs. Joe Hoey took delivery on a new house trailer and Marian Vernon arrived from school at Little Rock, Ark., to spend her summer vacation with her parents. Charles De-Kreko came in from St. Louis for the celebration and there many new faces appeared on concession row. Secretary H. P. Ellis suffered with a heavy cold, while the writer and several other attaches recovered from them. Mr. and Mrs. Roy Coons briefly visited their home in Eagle Grove. Long list of visitors included E. W. (Deak) Williams, secretary State Association of Fairs; Art Signour and wife; W. R. (Fat) Harris. Al Baysinger Shows; Ben Wiley Jr., Boone, Ia.; Messrs. Reynolds and Wells, of Reynolds & Wells Shows, and Owner James Laughlin and Manager Edward Brewer, West Bros. Shows. WALTER B. FOX.

Buckeye State

(Motorized)

Memphis, Week ended May 13. Location, *Church's Park*. Auspices, *Cotton Makers' Jubilee*. Business, *excellent*. Weather, *fair* with occasional showers.

Despite Memphis' anti-gambling ban which, in the words of Police Chief Lee, permitted midway operators only to "sell pink lemonade, run the riding devices and put on their shows—if they keep them clean," shows had a satisfactory week here, reports General Manager Joe Gallier. Rides and shows did a record business and the cookhouse, pop-corn, photo gallery and grab stands also scored. On his return from a trip to Montana Gallier announced the engagement of Ted Johnson, publicity director on the shows in 1938-'39, to handle publicity during the current season thru his Memphis public relations office, and the appointment of Frank Gaskin as special agent. Shows took delivery on a new semi-trailer here. Mr. and Mrs. Charles Savage purchased a new house trailer. Among visitors were Dr. Melroy, superintendent, Memphis Zoo, and Mrs. Melroy. TED JOHNSON.

Crafts

(Motorized)

Richmond, Calif. Week ended May 25. Location, *circus grounds, downtown*. Business, *good*.

With fests week in progress, big crowds were on the midway nightly and shows chalked up one of their best weeks in the past month. Shows used the up-town circus location, formerly the old street car barns and offices site and it made a natural setting for a pay gate, which was used here because shows operated under a circus permit. A carnival license being much higher, it was decided to bill as an outdoor circus. This was the first time an outdoor show played here in three years. Many visits were exchanged with Foley & Burk Shows, Roy Scott, The Billboard agent, purchased a new house trailer, and Jimmy Lynch, cookhouse operator, enjoyed visits from relatives this week. John (Spot) Bagland, concessioner, celebrated his birthday anniversary here and received numerous gifts from friends. S. C. McDonald, Rocket ride foreman, keeps that device among the first up and down weekly. Other ride

3000 BINGO

High-weight cards, black on white. Wood work, 4 printed two sides. No duplicate cards. Put up in the following sets with a Bingo: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.80; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$8.11; 250 cards, \$12.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 340—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Flared in 1 row across the cards—set up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$2.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 1/2" x 3 1/2".

LIGHT WEIGHT BINGO CARDS.
Black on white, postal card thickness. Can be returned or discarded. 3,000, size 5 1/2" x 3 1/2", \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra 50c.
Automatic Bingo Shaker, Red Glass, \$12.50
2,000 Jack Post Slips (strike off 7 numbers), \$2.00 per 1,000
Lightweight Lancers, 6x10, Per 100 \$2
2,000 Small Top "Bouncing" Bings \$5.50
7 colors, pads of 26, 81x4 1/2, per 1,000 . . . \$2.88
2,000 Featherweight Bingo sheets, 5 1/2" x 3 1/2", \$1.25 per 100. Stamped in pairs of 20. Per M 1.50
Postage extra on these sheets.
Bingo Card Shakers, in strips, \$3.00 for 1.25
Dice boards and pads, warlike checks, enough books, subscription books, misc. items. Call and sample cards free. You pay air C. O. D. Fee. No personal checks accepted. Initials only.

J. M. SIMMONS & CO.

19 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS

Our New Super Wizard with a heavy double head and larger spools. This machine was used at the New York and California Fairs. Makes Candy Floss FASTER and FINEER. Other models available.
ELECTRIC CANDY FLOSS MACHINE CO., 202 Twelfth Ave., Nashville, Tenn.

**FOLLIES * COSTUMES**
315 W. 47th St. N.Y.C.
PHONE CIRCLE 5-9861
GREATEST VARIETY OF FLASH WARDROBE
COMPLETE CHANGES FOR 52 WEEKS IN STOCK
★ ANY SIZE SETS. UP TO 24 EACH. ★

WANT
For 25 Canadian Fairs, Snake Act. Must have good wardrobe and 25 snakes. Mixed tag act, must be able to work fast; also other Novelty Acts. Give all first letters. HOWARD SPECTOR SIDE SHOW, care Wallace Bost's Shows, Week June 2, Harrison, Ont., Can.; week June 10, Noranda, Quebec, Can.; week June 17, Winnipeg, Man., Can.

SECOND-HAND SHOW PROPERTY FOR SALE
\$15.00—Glamor Tents, Murray, shipping case.
\$30.00—Mechanical Respiring Turb. Flys, harness.
\$25.00—Cherry-Go-Round Horses, nicely painted.
\$22.00—Manila Guess Weight Chair Scale.
\$20.00—Dance Revolving Stool, 10 ft. long.
We buy Concession Tents and Eaves Wheels.
WELL'S CURIOSITY SHOP
20 S. 2nd St., Philadelphia, Pa.

BREMER TRI-STATE SHOWS
Want Shows with own outfit, 25 per cent. Have Tent Fronts and complete 10-in-1. Join by wire as per roots. Also want clean Concessions. Will book any new ride, also Pony Ride.

**NATIONAL SHOWMEN'S ASSOCIATION**
Fastest Growing Organization in Show Business.
BENEVOLENT PROTECTIVE—SOCIAL
(Hospitalitary and Cemetery Fund)
Dues \$10 Initiation \$10
Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

FOR SALE!!
CONCESSION VENDOR



Write . . .
SIoux TIRE & BATTERY CO.
11th & Dek. SIoux FALLS, S. D.
BUY—ON EASY PAYMENT PLAN

"STRIKE IT"
The New Candy Game

Going big—letters from almost every State in U. S. A. and from Canada.

RUSH ORDER—AVOID A RUSH.
Introductory Price, \$35; 3 for \$100

Bank Reference: Fredonia National Bank. Write for photo and details.

J. C. MOORE
P. O. Box 234, FREDONIA, PA.

R. C. McCARTER

Will compensate anyone supplying satisfactory information as to present whereabouts of the above named person. Write
F. D. NOEL, Alcott Bldg., Fosterla, Ohio

WANT

Concessions and Shows. No grill. Good circuit Northern and Western Minnesota. Write

ARROWHEAD SHOWS

Misling, Minn., week June 2nd; Ely, Minn., week June 9th.

WANT

Information as to present whereabouts

JACK SHORE

Formerly with Endy Brothers' Shows. Write **R. L. GUNN, Box 340, Charlotte, N. C.**

FOR SALE

10 car Hay Day Tent, used 6 weeks. Quicks sale, a bargain. 10 Dodges Scooter Cars, operating now in North Beach Park, good condition. \$25.00 each. Address **JAMES PATTERSON, 200 Vine St., Corpus Christi, Tex.**

foremen, Wesley Cooper, C. L. Turner, Joe Duran, Pat Murphy, Dutch Favinger, Glen Wells, handle their various rides like veterans and are always ready for opening. **ROY SCOTT.**

Anderson-Strader
(Motorized)

Pratt, Kan. Week ended May 25. Business, fair. Weather, cold.
Because of inclement weather, business has been below normal. Showfolks placed a bronze marker on the grave of the late Neal Cannon, former night watchman and trainmaster. New members this season include Ellis White, cookhouse; Larry Nolan, special agent; Ed Belts, percentage; Luella Tappen, Side Show manager. Patsy Strader, Anteb school at Concordia, Kan., and has added a new Kiddie Aeroplane ride and digger concession to her list of attractions. Office staff remains about the same. M. A. Strader is manager, secretary-treasurer and superintendent of concessions. H. W. Anderson, assistant manager-general agent; Perlie Hustus, lot superintendent; Fred Hamilton, chief mechanic. Gabbe King, bingo operator, and Slim Johnson, Midwest Merchandise Co., visited Rubin & Cherry Exposition at Wichita, Kan. **HUGH CARLIN.**

Cumberland Valley

Fayetteville, Tenn. Week ended May 18. Location, two blocks from town. Business, fair. Weather, fair.
Moved here from Cowan, Tenn., and almost all of the organization set up Sunday. Crowds were poor the first part of week, but Thursday, Friday and Saturday attendance was good and all had a fair week. Ann's cookhouse did its best business of the season so far. Visitors were Jimmie and Helen Cross, of Florida. Madam Burleson arrived from Cotton Festival, Memphis, to take over Minstrel Show. **BLACKIE GONZALES.**

F. H. Bee

Morehead, Ky. Week ended May 25. Business, fair. Weather, first three days fair; last three rain.
Despite a heavy rain Saturday night, over 2,000 were on the midway, giving shows, rides and concessions fair play. Additions here included Josh and Lillian Kitchens, with Jolly Jumbo, and Bill Brown, penny arcade. Bill Carey has a new top for Hazel Dassel. Several other stands have added new fronts and drapes. Leon Dehon has his cigar shooting gallery here and John Thompson reported fair on his Fanita Show. Billy Stinson's Athletic Show is doing well, as is Mr. and Mrs. Carper's rat game and Mr.

McLemore's kiddie rides. Owner P. H. Bee Jr.'s nephew, Phillip, visited here, as did L. J. Johns, of Cotton Blossom's Minstrel, with Bill Brown and Joe Borup. J. Alden Sparks' father and mother, Mr. and Mrs. J. T. Sparks, who have concessions on the J. F. Sparks Shows, also visited. Many others visited from Sparks and Wallace Bros.' shows. Prof. V. Bellomo's band furnished the afternoon concerts. Prof. Hambone Jones, with colored band, in connection with Professor Bellomo gave the night concert at the front gate, assisted by Art Sorrell and his sound truck. Ruth Williams purchased a green top for her Temple of Knowledge. Arthur Thomas has rejoined the show after a few weeks' illness. **RAYMOND R. HULL.**

Endy Bros.

Dunmore, Pa. Week ended May 25. Location, ball park. Business, very good. Weather, variable.

Again damp weather tried to hamper this engagement, but total grosses were good. A heavy advertising schedule drew thousands from adjacent Scranton. Rides were popular, with Bolloplane and Caterpillar leading. Dick Nufers' Aloha and Sid Smith's Dope Show topped shows. Irish Kelly is proud of being in the upper brackets among The Billboard agents and is pushing more sales. Wilno and Woland, free acts, clicked. Dick Nufers purchased a new car. Mr. and Mrs. David B. Endy week-ended in Pottsville, Pa. Louis A. Rice celebrated his birthday anniversary with a spaghetti dinner. Patsy Rosano as toastmaster. Attending were: Mr. and Mrs. David B. Endy, Jerry Gerard, Cleo and Peazy Hoffman, Mr. and Mrs. Vernon Korbin, Mr. and Mrs. Nick Nulle, Crandall Hawkins, Evelyn Bundy, Edwin Yeasted and Marie O'Dell. Mrs. Mary Batton is doing well with a newly framed photo gallery as is Mrs. William J. Tucker with her ball games. Sam Murphy supervised teardown and 200-mile move under adverse weather conditions was made without incident. Ralph N. Endy visited from Endy Bros.' Exposition Shows, Inc. Much visiting between personnel and members of James E. Strates' Shows. **GLENN IRETON.**

Gold Medal
(Motorized)

Harvey, Ill. Week ended May 25. Location, 51st street and Lexington avenue. Auspices, VFW Post. Business, good, weather permitting. Weather, cool and cloudy, with rain Saturday and Sunday.

Stand concluded shows' engagements in Chicago's metropolitan area, and when shows got in their second Sunday date of the season here it marked their ninth date out of 14 played. Saturday again was lost to rain. Also there was some rain Sunday, natives braved the mud to come out and take in the attractions Sunday night and a good day's business resulted. Mr. and Mrs. James C. Murphy, Mrs. P. L. Wilcox and Mr. and Mrs. Sunny Bernet visited several times as did Joe Duryea and Ex Keogh, of New York World's Fair. Don Pierson, youngest son of Mrs. Dora Pierson, was graduated from high school at Carutherville, Mo., and has joined his mother for the summer. Harvey Tribune's operations and Eagle Shows sponsored a special matinee for children under 16 years old. Sunny Bernet mixed business with pleasure and placed a penny-pitch and archery game. **I. B. SHIVE.**

J. F. Sparks
(Motorized)

Winchester, Ky. Week ended May 25. Location, Kubarks' Showgrounds, Business, fair. Weather, bad.
A week which, according to first three nights' business, should have been among the season's best, was almost lost when rain prevented opening Thursday night and kept Friday and Saturday nights' attendance low. Short hop from Irvine, Ky., was uneventful and shows and rides were set up by mid-afternoon Sunday. Owner-Manager Sparks spent two days working on promotional details with Kentucky county fair committees booking shows this season. Ray Hamblen went to Campbellsville, Ky. to pick up Owner Sparks' new tractor. Joe Warren's Tilt-a-Whirl and Teddy Betz's Athletic Show topped midway. Gus Glennos added one of Jim Spark's coin phonographs to his cookhouse. Junior Duggan and Robert McPhail joined. Duggan to handle Funhouse front and McPhail to go with Chalroplane crew. Mary Andrews joined Wally Blair's Paris Footlights Revue, and Louie Soakos came



Who Buys Outdoor Acts... and Why?
Look in the Yellow Pages, Outdoor Talent Section.

TWICE AS MUCH FOR YOUR MONEY

SUMMER SPECIAL READERS will have twice as much to read, twice as many services to consult.

SUMMER SPECIAL ADVERTISERS will have their messages placed before twice as many readers yet will pay no more than usual for advertising space.

THIS IMPORTANT ISSUE WILL BE MAILED MONDAY NIGHT, JUNE 24

Advertising copy requiring position in special departments must be in Cincinnati no later than Thursday, June 20

The Billboard

25 Opera Place, Cincinnati, Ohio

on to handle tickets on Blair's Side Show. Pluto Brown's Minstrel Show added Pocketbook Harris and Eddie Childs, trumpets, and Willie and Vanette Freeman, comedian and chorus. Country Bob Neal took over chuck game. Valley between shows' location and road was churned nearly a foot deep in mud by Saturday night's parking and made it almost impossible to get trucks off lot. Personnel worked all Saturday night getting shows down, then were until 8 p.m. Sunday moving trucks from lot. Crew received thanks of the management for its heroic work and unselfish efforts. Visitors included Mr. Sparks' sisters, Mrs. Tommy Tidwell, of T. J. Tidwell Shows, and Mrs. H. T. Reeves, of the L. J. Heth Shows. With them was Mrs. Sparks' sister, Mrs. Joe Sparks, also of Heth Shows. Accompanying Mrs. Tidwell was her daughter, Patsy Anne, and on their return to Texas they took Mrs. Tidwell's mother, Mrs. J. L. Sparks, for a visit. Owner Sparks enjoyed a surprise visit from Al Kunz, secretary of Heth Shows, at opening here. **RAY ALLEN.**

Frisk Greater
(Motorized)

Redwood Falls, Minn. Week ended May 25. Location, athletic field. Auspices, American Legion Post. Business, light. Weather, unsettled with rain.

Shows opened Sunday to small crowd because of unsettled weather and business remained light during the week. Octopus again topped rides with Lights and Shadows leading shows. Lee Moss' Penny Arcade did well. Earl Park enlarged his cookhouse staff. Ken Semmers is completing decorations on his Mother Goose Nursery ride and Mr. and Mrs. G. R. Hooschen left on a short business trip. Midway is becoming larger daily. Ray Campi joined with concessions.

Mankato, Minn. Week ended May 18. Location, fairgrounds. Auspices, ball club. Business, fair. Weather, unsettled.

After a short move from Worthington, Minn., shows and rides opened early, but sudden showers drove crowds away, causing loss of Monday night. Business was good the remainder of the week, with Mrs. Hoeschen's new Octopus and Tommy Wentworth's Girl Revue getting top money. Visitors included Ed Buser, Greater American Shows, and Harry Gelman, Gelman Bros., Minneapolis. Charley Howe joined with two concessions. Joe Brown added another store and also purchased a new truck. E. Kuhl (See Direct From the Lots on page 53)

Advertising in the Billboard since 1925

ROLL TICKETS DAY & NIGHT SERVICE
SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1 x 2

10,000..\$6.95	50,000..\$12.75	90,000..\$18.55	250,000..\$41.75
20,000.. 8.40	60,000.. 14.20	100,000.. 20.00	300,000.. 49.00
30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
40,000..11.30	80,000..17.10	200,000..34.50	1,000,000..150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

FOR DUPLICATE COUPON ROLL TICKETS DOUBLE ABOVE PRICE

STOCK ROLL TICKETS	WELDON, WILLIAMS & LICK
1 ROLL.....50c	FORT SMITH, ARK.
5 ROLLS.....40c	
10 ROLLS.....35c	

TICKETS OF EVERY KIND AND DESCRIPTION SINCE 1888

MOTOR CITY SHOWS

Lansing, Mich., week June 10; Kalamazoo, Mich., week June 17.
Want one more Flat Ride. Will book or buy Octopus. Can place nicely framed Pony Ride. Choose Plans or any ride not conflicting. Want Shows with or without outfits. We have tops and fronts. W. Stanley wants Talkers and People for Ten-One and Girl Show. Concessions of all kinds except Cook House, Bingo, Pop Corn, Diggers, Racks, Lens Range Shooting Gallery. Good opening for Ball Games, String Game, High Sinker, Bowling Alley, etc. Will place two Wheels that can work for stock.
WE HAVE 8 FAIRS AND 6 CELEBRATIONS
Want Union Bill Poster with own truck, advise lowest salary. If you want to be with a show that plays the real money spots
Address **VIC HORWITZ, Ecorse, Michigan, This Week.**

SNOW CONE FLAVORS

Line up with GOLD MEDAL this year and get the flavors that "bring 'em back for seconds." Full flavor and color strength, yet priced with the lowest.
Send for our new price list today. Free measuring cup with first order.

Gold Medal Products Company
131 E. PEARL STREET, CINCINNATI, OHIO

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

Latonia's Centen Preps Stellar Bill; FDR To Press Key

CINCINNATI, June 1.—Numerous attractions are slated for 10-day Kenton County Centennial, to be held at Latonia (Ky.) Race Track, across the Ohio River, and advance publicity and details are being arranged for the opening, said Director John B. Walsh, President Roosevelt is to press a key in Washington to officially open the celebration, which has

TOM BAKER WANTS For Indiana's Biggest 4th of July Celebration BASS LAKE, INDIANA

JUNE 30-JULY 7, 8-DAYS—8.
2 Sundays and the 4th.
Legitimate Concessions of all kinds. Bingo and Cook House booked. Miller's Rides booked.
Shows of all kinds with own outfits. Girl, Posing, Athletic, Monkey, Also Arcade and Motordrome. This is a bona fide annual, famous for attendance and spenders. All those with me last year, write. Other good fairs to follow. Address all communications to

TOM BAKER, Sheridan, Indiana

OAKLAND FIREMEN'S COMMUNITY FAIR

Skateand Parking Lot, Johnston, Pa., week June 10
Old Home Week
Saxton, Pa., week June 17
Community Week
Williamsburg, Pa., week June 24
Can book Bingo and additional Concessions and Shows for these celebrations. Other big events follow.
M. A. Beam, Berlin, Pa.

American Legion Home Coming and Fish Fry

JULY 25-26, 1940, MASON CITY, ILLINOIS.
Balloon Ascension Both Days.
Write COMMANDER for Concessions and Entertainment Acts.

WANT

Several Clowns and a Split Walker for July 4th. Can use good Monkey or Animal Show, or any Grand Show with own outfit, all week of the 4th.

AMERICAN LEGION CELEBRATION
E. B. Moore, Box 92, Kingsport, Tenn.

WANT

Shows, Rides, Concessions, Free Acts, Rodeo for
July 4, 5, 6 Celebration
(Must conform with State Laws)
PETERSBURG VOLUNTEER FIRE CO., Inc., Petersburg, W. Va.

WANT

Rides, Shows and Concessions for
July 3 and 4 Celebration
which has been an annual event for seven years.
GEORGE GRANFILL, R. R. 4, Osage, Ind.

RIDE UNIT AT LIBERTY

Complete unit of four rides available July 15 for balance of season. Promoters with consecutive street celebrations in Ohio and Indiana, write
ANDERSON, 2014 Yankee Road, Middletown, O.

SAINT ALFIO FESTIVAL

On Streets—OSAMA, NEBR.—On Streets.
Eight Days—June 8th to 16th—Eight Days.
Can place Shows and Concessions that work for Stock. Come on, we will place you except Cook House and Corn Game.

been attracting wide interest.

It has been announced that Ted Pio Rito's Orchestra, contracted thru Music Corp. of America, will play the entire date and arrangements have been made for a broadcast of his band over WCKY. Director Walsh now has under construction a 40 by 80-foot dance floor. Wally Johnson's Devot Park band will play for afternoon dancing. Radio Bloomist has been booked thru Gus Sin Agency for daily parachute jumps. Arrangements have been made for nine serial acts, an AAU track meet, broadcast from the grounds of out-of-town ball games and numerous industrial exhibits.

United States Senators Alben Barkley, Robert A. Taft and A. B. Chandler, Congressman Brent Spence; Mayor James G. Stewart, Cincinnati, and Mayor Jackson Scholtz, Louisville, are scheduled speakers.

Robert L. Lehmar, of Amusement Corp. of America, which has booked Beckmann & Carey Shows for the date, was a recent visitor and spoke over WCPO to acquaint listeners with the shows.

Attractions Are Scheduled For Ind. Rotary Club Fete

BRAZIL, Ind., June 1.—For the fifth year the Rotary Club will sponsor a one-day community celebration in Forest Park, reported Secretary Joe Badger. Based estimates on attendance in former years and the fact that only public-sponsored fireworks are permitted in Indiana, officials anticipate a crowd of 20,000.

Free acts will be provided and free facilities of the park will be available. A limited midway with enough concessions to provide eats, drinks and entertainment will be provided. Ferris Wheel, Merry-Go-Round, Chairplane and Tilt-a-Whirl are under contract with Miller Amusement Enterprises. Pony ride and playground equipment will be provided for children. Event has always been a money-maker. Club will not stage a car giveaway this year, but will depend on concessions and other sources of revenue to pay the freight to the extent of about \$500. Nick Miller is chairman.

Marks Signs O. Celebration

HAMILTON, O., June 1.—Midsummer Fair and Independence Day Celebration on Butler County Fairgrounds here is to feature John H. Marks Shows on the midway and grand-stand program of free acts, fireworks and races, reported C. W. Graef, Marks Shows general agent, who contracted the date and will serve as manager. It will be held under sponsorship of Butler County Agricultural Association.

West Coast for Calif. Date

SAN FRANCISCO, Calif., June 1.—Completed plans for annual six-day Excelsior District Merchants' Fiesta here call for West Coast Shows to be on the midway again with 12 rides, 7 shows and 40 concessions, reported A. P. Craner. Shows will also furnish free acts and there will be nightly parades, concerts and contests. Officers are C. J. Widmer, president and chairman, and Dr. G. B. Harper, secretary.

Acts on Bill at Wis. Show

WAUSAU, Wis., June 1.—More than 5,000 visited Merchants and Manufacturers' Exposition in Athletic Park here on May 29-31, conducted under auspices of Chamber of Commerce. Entertainers included Billie and Buddie Carr, roller skaters; Jack and Adele Martin, novelty and ballroom dancers; Murdock, magician; Harry Bardell, juggler; Ray Reynolds, balancer, and Gay Troubadours. Admission was 25 cents for adults and 15 cents for children.

FREE attractions, including balloon ascension and Cincinnati Fireworks Co. displays, are planned for fourth annual Independence Day Celebration on Mansfield (O.) Fair grounds under auspices of Public Parks Association, reported Chairman Ed Wyllie

Shorts

C. A. KLEIN, who has been named chairman of annual five-day New Waterford (O.) Volunteer Firemen's Street Fair and Home-Coming, said plans call for midway and free acts.

JAKE DISCH (Bingo Sunshine), clown cop, recently spent some time in Chicago lining up summer dates.

ANNUAL six-day Chester (W. Va.) Volunteer Firemen's Street Fair will feature a midway parade on final night.

J. L. LANDES Shows have been contracted for Knoxville (Ia.) Veterans of Foreign Wars Post Home-Coming, reported Zella Gear, home-coming secretary.

C. A. KLEIN, Klein Attractions, said he has contracted about 12 free acts for Pennsylvania firemen celebrations. He also reported several fair contracts signed recently and that his circus unit and revue will go on tour soon.

CONTRACT to furnish rides for seven-day Sandusky (O.) Grape Festival has been awarded to J. R. Edwards Shows, reported Owner J. R. Edwards.

JEROME CARGILL CO. was signed to direct pageant with cast of about 800 (See SHORTS on page 62)

WANT

JULY 11-12-15
Rides, Free Acts, Shows, Concessions For Annual
HORSESHOW AND HOMECOMING
MARSHALL, INDIANA
E. R. PEPELY

HOMECOMING CELEBRATION

UNION CITY, PA., JULY 4-6.
Want Rides, Concessions, etc. Biggest event in Northwestern Pennsylvania.
Write F. H. HILLERY

TILT-A-WHIRL, WHIP

Or similar Rides (not Merry-Go-Round or Ferris Wheel) wanted for Carnival and Tomato Festival at Berkeley Springs, W. Va., August 28 to September 2, inclusive. Percentage only. Please fill in letter to JACK HUNTER, Director.

THE RED MEN OF ROCKVILLE, CONN.

TANKEROGAN TRIBE NO. 51
Want a Carnival for the last week in July or any week in August. Write to FRANCIS KUNHELY, White St., Rockville, Conn.

WANT

RIDES AND CONCESSIONS
ONE DAY ONLY JULY 4, 1940
50-Mile radius to draw from, 8,000 people expected. Large Political Speaking, \$100 Fireworks Display, Concessions and Prizes Given.
LIONS CLUB CELEBRATION & PICNIC
HOWARD DYER, Chairman, Booneville, Mo.

Lowell's Biggest Celebration

BIG DAYS—8—BIG NIGHTS

JULY 1 TO 8, 1940 SOUTH COMMON

FIREWORKS---THRILL CIRCUS---MARDI-GRAS

Lowell's Fourth of July Celebration is known by every concessionaire in the country. Biggest crowds, best spenders, estimated attendance 1,000,000, parades, children's day, army day, State drum corps championship contest and many other attractions.

DON'T MISS LOWELL THIS YEAR

THERE WILL BE NO AUCTION OF SPACE
COST OF LOT INCLUDES LICENSE, LIGHTS, FIREWORKS, THRILL CIRCUS, ETC.
Wire or Write Today For Full Details
CELEBRATION HEADQUARTERS, BRADLEY BUILDING,
LOWELL, MASS.
Sponsored by Sons of the American Legion Lowell Post No. 87.

FIREWORKS

We can still guarantee delivery of our high quality modernistic fireworks for your July 4th Celebration. Well-balanced displays for all occasions. Get our prices and be convinced. Free literature on request.

Illinois Fireworks Company

Box 792, Danville, Ill.

WANT

COWBOYS, COWGIRLS, TRICK RIDERS, TRICK ROBERS, BUCKING BRONK AND STEER RIDERS, CLOWNS AND ACTS FOR GRAND OPENING AND BIG 4TH OF JULY RODEO CELEBRATION AT TERRA ALTA, W. VA. SURE PAY. FULL SEASON. IF INTERESTED CONTACT
BOB FOLLETTE, Bennettsville, S. C.
NOTICE: Fair associations, firemen's clubs, athletic associations and other organizations. We are now booking our show for the 1940 season. If you are interested in sponsoring a good, clean entertaining show with thrills and laughs from start to finish that will make you money, contact
BOB FOLLETTE, BENNETTSVILLE, S. C.

WANT—A CARNIVAL OR MIDWAY

JULY 4, 5, AND 6 — AUSPICES OF
INDIAN AMERICAN LEGION POST

Cherokee Indian Reservation, Cherokee, N. C.
Write WILLIAM F. TYNDALL, Post Adjutant, Cherokee, N. C.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS AND DISTRIBUTORS WANTED

AGENTS, CONCESSIONS—BEAUTIFUL WALL Plaques, sweet flash; large, twenty-five, \$2.50; small, twenty-five, \$1.00 cash. **W. WOOLLEY, Peoria, Ill.**

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY, Dept. 20, Dunellen, N. J.**

BIG MONEY MADE SELLING SPECIAL NEW Fast Sellers; other fast-selling Tricks and Jokes. **LA FRANCE JOBBERS, 55 Hanover St., Boston, Mass.**

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Easiest thing today! Free samples. Also sideline salaried for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass.

DEMONSTRATORS—THE NEWEST HOT SELL- ing Pitch Item on road today available for first-class demonstrators and fair workers. Fast quarter with 50c touch. Costs only \$10.00 gross. Complete samples and proposition upon receipt of 25c. Reliable people only. **BOX 7309, Desk E, Philadelphia, Pa.**

EXPERIENCED RURAL ROUTE SUBSCRIPTION Men Wanted—Attractive club four national magazines. Liberal proposition. **PUBLISHER, 630 Smokert Bldg., Kansas City, Mo.**

EXPERIENCED PITCH MEN—MAKE BIG money selling New Automatic Rubber White Polish Applicators. Cost dime, sells for quarter. Sells on sight where ever demonstrated. Write **SALES MANAGER, Box 7341, Oakland Station, Pittsburgh, Pa.**

KEY CHECK STAMPING OUTFITS—BIG profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO., 303 De- graaf St., Brooklyn, N. Y.**

LORD'S PRAYER ON REAL PENNS.— Individually carded. Fastest 10c seller in years. \$4.50 gross. Samples 50c. **PERKINS, 1109 Lawrence, Chicago.**

LOUIS VS. CADDY FIGHT JACKPOT CARDS and Baseball Jackpot Cards—Real money-makers. Market's best sellers. Big profits for salesmen. 3 samples, 75 cents prepaid. **NEO SALES CO., Dept. 22, 156 Orlin Ave., S. E., Minneapolis, Minn.**

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 20. CLASSIFIED FORMS CLOSE IN CINCINNATI **JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.**

MEDICINE DISTRIBUTORS—500% PROFIT. Fast repeating business selling Vi-Co Tonic Laxative. Earn \$75 weekly. Be independent. **VI-CO SALES, Birmingham, Ala.**

SELL ORIGINAL IMPROVED BLUE SIGNS— Defies competition since 1890; costs 3c, sells 25c. Experience unnecessary. **KOEHLER'S, 335 Goetz, St. Louis, Mo.**

TEN ATTRACTIVE TRAVEL LABELS—DIFFER- ent countries. Paste on luggage. 25c seller. \$3.00 gross. Samples package, 15c. **MIRAGE KING PRODUCTS, 199 Shephard Ave., Newark, N. J.**

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 1107 Broadway, New York.**

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE, 214 Grand St., New York.**

1,000,000 ARTICLES WHOLESALE. DIREC- tory, 10c. **HERBERT MASSER, 201 Ocean Parkway, Brooklyn, N. Y.**

ANIMALS, BIRDS AND PETS

A FRESH SHIPMENT OF IGUANAS, SNAKES for dens. Coati-Mundis, Ocelots, Peccariro-Monkeys, Agoutis, Squirrels, Birds. **MIRAGE KING, Brownsville, Tex.**

ALLIGATORS, SNAKES, LIZARDS, TURTLES— TO Large, Harmless Assorted Snakes; \$10.00. Price list. **ROSS ALLEN, Ocala, Fla.**

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

Advertiser's Name and Address must be counted when figuring total number of words in copy.

BEAR CUBS—SMALL AND TAME, READY for immediate shipment. Canada's largest exporters of Bears. **RELIABLE BIRD COMPANY, Winnipeg, Canada.**

DIN HARMLESS SNAKES—ASSORTED SIZES and varieties. \$10.00; Prairie Dogs soon. Plenty of Turtles for races. **LEM LAIRD, Harper, Kan.**

DENS—12 LARGE ASSORTED SNAKES, \$10.00; B-Foot Alligator, \$15.00; Prairie Dog, \$1.50 each; \$15.00 dozen. **PIONEER SNAKE FARM, St. Stephen, S. C.**

FOR SALE, LEASE OR LET ON PERCENT BASIS—Two-Year-Old Hermaphrodite Cow. **CHAS. E. FLAHERTY, Roseville, Ill.**

MOTHER RHESUS AND BABY, \$35.00; JAVAS, \$17.50; Spiders, \$20.00; Alligators, \$0.62; Snakes, reasonable. **WILD ANIMAL AND REPTILE RANCH, St. Petersburg, Fla.**

SPECIAL OFFER—500 LIVE COTTON-MOUTH Moccasins at 15c per foot. Freshly caught specimens. **ROSS ALLEN, Ocala, Fla.**

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MEEMS BROS. & WARD, Oceanside, N. Y.** Direct importers from all over the world.

BUSINESS OPPORTUNITIES

FOR SALE OR RENT—MOXAHALA PARK, Zanesville, O. For information apply **UNITED MOTOR STAGES, S. Fifth St., Zanesville, O.**

PITCHMEN! SOLICITORS!—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.**

COIN-OPERATED MACHINES SECOND-HAND
Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN! 25 A. B. T. CHALLENGER 1c Pistol Machines, like new, only \$13.50 each. **ROBBINS COMPANY, 1141B DeKalb Ave., Brooklyn, N. Y.**

Due to the increased size and circulation of the SUMMER SPECIAL ISSUE we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING COPY

intended for the

Summer Special

issue of

The Billboard

must be in our hands no later than

Wednesday, JUNE 19

"Mail your copy now—Today"

25 OPERA PLACE

CINCINNATI, OHIO

A-1 CONDITION. CLEAN—VEST POCKET Belts, \$29.50; 1c Little Dukes, \$12.50; 3c Duchess Double Jack, \$15.50; Jennings Gold Seal Awards, TWIN J. P., \$15.50; Jennings Chiefs, \$35.50; counter-size Flickers Mystery Pay, \$30.50; late used Records, \$5.00 per 100. **CHRYSAL NOVELTY CO., 301 Mfrs. Rd., Chalfont, Pa., Tenn.**

A-1 CONDITION—10 PENNY PHONOS, SIX Records free, made by Cinsmatone Corporation, Hollywood, Calif., \$89.50. **BILL FREY, INC., Miami, Fla.**

AAA-1 BARGAINS—FREE PLAYS, SPOTTEMS, \$19.50; Up & Up, \$19.50; Fifth Inning, \$19.50; Bally Supreme, \$19.50; Duvey Jones, \$22.50; Bubbles, \$22.50; Soda Kick, \$18.00; Triple Threat, \$19.50; Free Races, \$9.50; Rink, \$19.50; Airport, \$27.50; Arrowhead, \$24.00; Contact, \$22.50. Write for complete list. **THE MARKEPP COMPANY, Cleveland, O.**

ALL LIKE NEW—6 MILLS SMOKER BELLS, \$45.00; 10 Mills Kounter Kings, late models, \$10.00; 1 Rock-Ola Tom Mix Rifle, \$50.00; 6 Jennings Weight Today Scales, \$20.00; 10 Wurlitzer Model 35, Jumbo Phonographs, original cost, \$425.00; auditorium size speaker and amplifier, \$100.00; Mills Zephyr, \$45.00; 1 Wurlitzer 616 Counter Model, \$50.00. Send 5¢ deposit. **BILL FREY, INC., Miami, Fla.** Cable Address: BILFREY.

ASSORTED USED PHONOGRAPH RECORDS, \$6.00 per hundred; Little Wonder Model Standard Johnson Automatic Nickel Counter and Wrapper, manually operated, \$45.00, like new. **Operators' Collection Books, 51.00 per dozen. BILL FREY, INC., Miami, Fla.** Cable address: BILFREY.

BARGAINS—EXHIBIT ROTARY MERCHAN- disers, \$42.50; Flashers, \$24.50; Mills 1-2-3, \$19.50; Blue Fronts, \$29.50; Columbia, Fruit or Cigarette, \$20.50; 200 Novelty Marble Games, all kinds, \$5.00 each; Kenney Free Races, \$9.50; Free Play Triple Play or Kicks, \$7.50 each. **BOYLE AMUSEMENT, Oklahoma City, Okla.**

BARGAINS—WURLITZER'S 412, \$30.00; 616, \$65.00; 24, \$125.00; 600, \$225.00; Bally Alley, \$90.00; Seeburg Chicken Sam, perfect, \$100.00. All good condition. **PEERLESS DISTRIBUTING CO., 301 W. 9th St., Kansas City, Mo.**

CATALOG SHOWING 700 RECONDITIONED Machine Bargains; all types. Wire for free copy. **STEWART NOVELTY CO., 136 East 2d South, Salt Lake City, Utah.**

FOR SALE—6 EVANS TEN STRIKES, 1939 models, slightly used, A-1 shape, each, \$75.00; 5 Seeburg Chicken Sams, A-1 condition, each, \$15.00; 3 300-A Wurlitzers, \$199.50; 6 Rock-Ola World Series, A-1 condition, \$34.50. Phonograph Records, any quantity, \$3.50 per hundred. Send 1¢ deposit. **FRANCO NOVELTY COMPANY, Box 927, Montgomery, Ala.**

FOR SALE—ONE MILLS GOLF BALL VENDOR, practically new, \$100.00. **BADGER BAY COMPANY, Green Bay, Wis.**

FOR SALE—MILLS 1-2-3 FREE PLAY equipped with skill lane and brass balls, \$50.00 each. Many other free play games cheap. **AUTOMATIC VENDOR COMPANY, 152 Houston Street, Mobile, Ala.**

GUARANTEED FREE PLAY GAMES—SPOTTEM, \$20.00; Fifth Inning, \$19.50; Free Races, \$8.50; Up and Up, \$22.50; Golden Wheel (1 Ball), \$19.50; Freaknik (1 Ball), \$27.50; Rink, \$19.50; Side Kick, \$14.50; Novelty Games; Topper, Chubbie, Bubbles, Side Kick, \$9.50; Zeta, \$7.50; Homestretch, \$4.50. **MARKEPP, 3328 Carnegie, Cleveland, O.**

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 20. CLASSIFIED FORMS CLOSE IN CINCINNATI **JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.**

MILLS SLOT MACHINES, ALL KINDS, \$25.00; Q. T., \$25.00; Columbia Fruit Reels, \$25.00; Vest Pockets, \$25.00; Mills Scales, \$25.00; Wating Scales, \$35.00; Cash Payout Pin Games, \$10.00; Novelty Pin Games, \$5.00; Counter \$10.00; \$40.00; all kinds Ball Games, 10¢ per hundred; Columbia Mills, Wating Big Head Scales, \$25.00. **O'BRIEN, 89 Thames, Newport, R. I.**

NOVELTY TABLES, \$5.00 UP; FREE PLAYS, \$10.00 up; Payouts and Consoles, \$15.00 up. Write for complete list. **JOHN GOODBODY, 1824 E. Main St., Rochester, N. Y.**

PENNY ARCADES—WE ARE THE WORLD'S leading headquarters for like new and factory rebuilt equipment. We accept trade. Send for 1940 catalog. **MIKE MUNYV CORP., 593 10th Ave., New York.**

PENNY WEIGHING SCALE BUSINESS—FINEST Established Routes, South Texas. Write **OPERATOR, 215 E. 20th St., Houston, Tex.**

ROCK-OLA MONARCHS, '38 DELUXE, \$89.50 each. Low play, guaranteed A-1, look like new. Windsor, \$69.50. Like new, 3¢ cash with order, balance C. O. D. **MONARCH DISTRIBUTING CO., INC., 19 W. Chestnut, Columbus, O.**

SCALES—ROYAL, IDEAL, PAPEL, \$18.00 EACH; Kiddie Microscope with Reel, \$20.00; Three-Way Gottleb Grripper, \$10.00. **EASTERN, 350 Mulberry, Newark, N. J.**

USED VENDEX PEANUT TRADE-INS—RE- painted and rebuilt practically like new. Two pound booth size, \$2.00; three pound, \$2.95. A few Ballou Models, 260 piece capacity, \$2.25. **VENDEX COMPANY, 2882 Nastrand Ave., Brooklyn, N. Y.**

WILL PAY \$400.00 FOR TEN PERFECT WUR- litzers 616 or 616-A. Freight paid to Augusta. **MUSIC MACHINE COMPANY, Augusta, Ga.**

WILL TRADE ALMOST NEW KEENEY'S ANTI- Aircraft Gun for 3 616-S or 2 Ten Strikes. **F. SCOTT, Fairfax, S. D.**

¾" BALL GUM, FACTORY FRESH, 12c BOX, Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.**

3 CHICKEN SAMS, FLOOR MODELS; 2 BANG- A-Dew Cams, \$90.00 each. Excellent condition. **NATIONAL COIN, 2137 Tryon Lane, Toledo, O.**

6 COLUMN STAINLESS STEEL CIGARETTE Machines with Match columns (U-Need-A-Pak), or 6 column Master Cigarette Machine, \$7.50; DuGrenier selective Candy-Bar Machines, \$12.50. **TURKEL, 151 Rhode Island Ave., East Orange, N. J.**

10 PENNY PACKS—LATEST STYLE, TURN- tablet at \$8.00 each. **GRAND COIN MACHINE COMPANY, 528 N. Hagan Ave., New Orleans, La.**

10 SEEBURG MODEL REX NEON GRILLS, Marbletop finish, \$125.00 each; 3 Lucky Lucret, \$145.00 each; 6 Pace Reels, like new, \$90.00 each. Or trade for Buckley Seven Bells, 1939 Model; Mills Bonus, Melon Chrome Balls, 5 or 25-cent play. All above machines A-1 mechanical condition and appearance. **LOUISIANA COIN MACHINE COMPANY, Box 26, New Iberia, La.**

25 WURLITZER 412 AND 616A PHONO- graphs—Reconditioned like new. Write for prices. **ROBBINS COMPANY, 1141B DeKalb Ave., Brooklyn, N. Y.**

25 WURLITZER 616A, PERFECT CONDITION, \$70.00. Write wire, phone **BILL FREY, INC., 140 N. W. 1st St., Miami, Fla.**

50 WURLITZER 412 PHONOGRAPHS, per- fect condition, \$32.50; Reboone, F. P., \$9.50; Triple Threat, F. P., \$27.50; Sky Rocket, F. P., \$17.50; Late Model Jennings; also Good Luck, \$59.50. Will trade for Slots. Address **K & S NOVELTY CO., 108 S. Davie St., Greensboro, N. C.**

110 MUSIC MACHINES—ON LOCATION AND paying in Southeast Kansas, \$10.00. Half cash, the balance terms. **CLIFTON AMUSEMENT CO., Box D, Virgil, Kan.**

WINDOW CARDS — 14x22. ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pennsylvania.

WANTED TO BUY

WILL BUY OR RENT COMPLETE TENT MOVIE SHOW. Must be in good condition. ARNOLD WOLF, Piedmont, Ala.

At Liberty Advertisements

2c a WORD (First Line Large Black Type), 2c a WORD (First Line and Name Black Type), 1c a WORD (Small Type.) Figure Type of Words at One Rate Only.

NOTICE

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AT LIBERTY

AGENTS AND MANAGERS

CIRCUS-CARNIVAL AGENT—Publicity Director, expert Contractor, Honors, Radio Speaker; 20 years leading circuses. Coast to Coast experience. Write or call ROBERT SAUL, 1415 N. Webster St., Adrian, Mich.

AT LIBERTY BANDS AND ORCHESTRAS

AFTER JUNE 1ST — WELL ORGANIZED SIX-Piece Orchestra, with excellent recommendations, for club or hotel engagements. Phone, wire or write ROY McDOWELL, Cawthon Hotel, Mobile, Ala.

ATTENTION, RESORTS—TWELVE-PIECE COLLEGE ORCHESTRA now available. Arrangements only featuring Glenn Miller style. Besides an excellent orchestra this attraction offers more entertainment than most show bands. If you want a good dance band with a lot of good entertainment at a low price, write or wire MAXFIELD, Champaign, Ill.

FOUR-PIECE INSEMBLE — 2 MEN, 2 GIRLS, using 2 Violins, Piano, Vibraphone, Accordion, Cello, Union. Concert and popular. Want location. Address KESHER'S ENSEMBLE, 315 W. Main, Olney, Ill.

LES MACKLEM AND HIS SOPHISTICATES—A youthful band with adult appeal. Personnel, eleven including girl vocalist. Dances, arrangements, clever group vocals by band, features audience participation. References. Write HARRISON VAN DUYKE, 5113 DuPont Bldg., Wilmington, Del. Available June 10.

LOS CHICOS — LATIN ORCHESTRA. Genuine South American and Cuban rhythms and arrangements. BOX C-475, Billboard, Cincinnati.

MARYLAND'S FOREMOST COLLEGE BAND available for steady summer spot. Eight men together, three years. Full equipment, includes vocalist and arranger. Non-union. MERRY MEN, New Windsor, Md.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FOREIGN CLOSING IN BUILDING TO BE INCREASED CIRCULATION. SEND YOUR COPY "CLASSIFIED" AND MARK IT IN EARLY.

AVAILABLE JUNE 10TH — Southern Orchestra, twelve-piece (violin, drums, bass, trumpet, trombone, three saxes doubling clarinet); might be able to suggest if necessary. Can furnish girl vocalist for locations. Large library special arrangements and standards in every setting. P.A. system, stands, etc. RICHARD LEON, 1876 Webster, Memphis, Tenn.

AVAILABLE — Five-Piece Band, Piano, Drums, Bassist, Pianist, Saxophone. Experienced dance or shows. DRUMBETTA, 617 North St., Cape Girardeau, Mo.

AVAILABLE for Summer Engagement—Smart New Ten-Members Orchestra. Modern arrangements, equipment, style, class, youth, singing, entertaining. All versatile. Well organized. Request if desirable. Please to send. Available through direct contact, saving agency fee. Write BOX NE-7, Billboard, 1884 Broadway, New York City.

FIVE-PIECE Society Dance Orchestra, now working full, desires change. Novelty, string, dance, character, semi-solo leads. Write GRACIE THEA LEADER, 111 10th St., Columbus, Ga.

KLAYTON KELLOGG and His Orchestra — Seven versatile musicians, all essential, fully equipped. Write manager. Location or complete address. Continental Club, Shawans, Wis.

ROY ARNOLD'S BRIGADIERS will be at liberty closing of school, June 12. Six-piece dance orchestra, three saxes, trumpet, drums, piano. Non-union, combined combination. Salary your limit. Room, board, salary proposition considered. Jeopard spot preferred. Can arrange combination. Write or wire 127 Madison Ave., York, Penna.

ROY BANDERS SYLVANIANS — 11 Men, union, Street or show. U.S. and regular season. DEWEEDWARDS, 1017 N. 9th St., Hoeling, Pa.

TEDDY FABIAN and His Menagerie of Monkey-shipins available after June 23. Your a sure fire five piece entertaining comedy band. Combination Broadway, drama, saxophone, trombone and piano, plus 15 doublets, including two pianos. We play any and every type of music we put on our own shows. All boys sing, five out of five singing female duets, trio and quartet, even glee club. Complete wardrobe and costumes for our 100 distinct different sections. Have six different changes in uniforms. All boys comical and polished second-credited entertainers. Based union. Details sent upon request. For a good, funny, entertaining show book, hotel or club, write or wire TEDDY FABIAN, 1916 W. White St., Milwaukee, Wis.

AT LIBERTY CIRCUS AND CARNIVAL

WANT TO BOOK PHOTO GALLERY ON CLEAN Show in the Southeast. Have own transportation. E. PAUL BUSH, Columbus, Ga.

RIDICULOUS TRIO—Three Regular Clowns, best of best. Four Acts. Go anywhere. Address care The Billboard, Chicago, Ill.

AT LIBERTY COLORED PEOPLE

AT LIBERTY JUNE 15 — JAMES BROWDER Orchestra, a Negro combination consisting of 16 pieces, fully equipped. Will go anywhere. Address 203 BAKER ST., N. E., Atlanta, Ga.

BILL CROSBY'S SWING ARTISTS—(COLORED Unit); six pieces. "Solid like the booked circuses west of the Rockies." BILL CROSBY, MGR., 1434 E. Adams St., Los Angeles, Calif.

STRING BASS — ARRANGE, SING SOME, experienced. Union. Have amplified bass. BASS FLUCKER, General Delivery, Albuquerque, N. M.

COLORED BAND — Eight pieces. Will enlarge if necessary. Available location or travel. Uniforms, Blue Library, fringes, banners, transportation. Novelty, modern hot and sweet arrangements. Give vocalist if desired. Want to hear from reliable booking offices and promoters. PATENT LEGHARTH KID'S ORCHESTRA, 3701 S. Landis St., Marion, Ind.

AT LIBERTY DRAMATIC ARTISTS

HUGH MONROE — STRAIGHT ACTOR, PORT- rayer of the serious drama and solicitor of the Shakespearean repertoire. General Delivery, New Rochelle, N. Y.

AT LIBERTY MAGICIANS

PAUL SHEARIN, young feature magician, doubling position with a theatrical group, will, fully etc. for the summer months. Eighteen years of age, five stage appearances and part of a touring party. "Travel" available, well equipped magic and mentalism ranging from ten minutes to an hour in length. Will also consider acting as master of ceremonies. If you wish to book, please, place and send to register, get in touch with me and state all in first letter. Address S. Main St., Waynesboro, Tenn.

AT LIBERTY MISCELLANEOUS

A REAL LIVE MINIATURE CIRCUS SHOW will soon be coming to your town. Are you interested to be the benefited sponsor? CAPT. MACK CIRCUS, R. D. 1, Paterson, N. J.

ACCLAIMED WHEREVER WE HAVE PLAYED—The Grandest Kid Show ever produced. CAPT. MACK CIRCUS, R. D. 1, Paterson, N. J.

AMERICA'S GRANDEST LIVE MINIATURE Circus, especially created as Kid Show Entertainment for a commercial tie-up with responsible sponsors. This New Show Idea features exceptional exploitation opportunities. Presents on radio, stage, society circus ring. This is an All American Production. CAPT. MACK CIRCUS, R. D. 1, Paterson, N. J.

IN MAKING A LONG STAY SHORT WE SAY "Book a Kiddie Show that's really different." CAPT. MACK CIRCUS, R. D. 1, Paterson, N. J.

PEPPING UP CROSSES OF MOVIE HOUSES with America's Grandest Kiddie Show. CAPT. MACK CIRCUS, R. D. 1, Paterson, N. J.

UNIVERSITY STUDENT DESIRES EMPLOYMENT — Honest, disinterested worker. Booked lyeum, sold merchants' tickets for circus. Only responsible people need apply. SYLVIA LAMAR, 2929 E. Grand Blvd., Detroit, Mich.

BOUND TRUCK — New 3-Ton Panel attractive signel ad adicator. Hand, motor worked. Have "bound" free shows. Address BOCK W. BERGSOFF, Western Dixon, 110 7th Ave., New York.

AT LIBERTY M. P. OPERATORS

AT LIBERTY — RELIABLE SOUND PROJECTIONIST desires permanent position. Reference. VIRGIL WOOD, 119 E. Hunt St., Paragould, Ark.

AT LIBERTY MUSICIANS

HAMMOND ORGANIST — Specializing Roller Rink Work, now working. MAC FARLAND, 1324 Ruger, Jamesville, Wis.

ORGANIST — HAMMOND Electric. Thoroughly routined in roller rinks. Experienced in all types. Semi-classic or swing. Sober, reliable. Prefer in or near Chicago. WALKER BAYLOR, 825 Eastwood Ave., Chicago, Ill. Telephone: Ravenswood 1674.

TENOR SAX, CLARINET — Read anything. Jump. ALLEN SHEARER, 407 Fairview Ave., Waynesboro, Pa.

TRUMPET — FAST, MOD- ern go, good reader. Union and entertaining trumpet novelties. TOAD THARP, 826 San Pedro, San Antonio, Tex.

ACCORDIONIST AND ARRANGER — AGE 26, single. Ten years' experience. Wants a good steady location, either solo or with a small swing unit, preferably at a resort. Available immediately. JOHN MACK, 3047 S. Duane Ave., Chicago, Ill.

ACCORDION—READ, FAKE, FILL-INS AND Rhythms. Fifteen years' experience. Some Novelty Songs. Prefer small combinations. Age 19, neat appearance and good habits. Desire location, but will travel. Available June 15. Write or wire. MUSICIAN, 301 E. King, Winona, Minn.

ALTO SAX, CLARINET, BARITONE, TENOR Bass Clarinet — Young, neat, single, sober. Union. Plenty of experience, fast reader, good tone. Join now, go anywhere. State all. No panics, please. Write or wire HARRY YOST, 4400 Delaware St., Denver, Colo.

BAND-MASTER — EXPERIENCE, CAPABLE, wants to hear from live towns. LEONARD DOTO, Iron Mountain, Mich.

BANDMASTER — MUNICIPAL AND SCHOOL band experience. Fine director and teacher. First-class musician. Cornet. Union. Available June 15. CHAS. STROUD, 23 Monroe Ave., Oshkosh, Wis.

DRUMMER—EXPERIENCED MOST ALL LINES. Also writing, travel or locate. AL KLEINSMITH, 1113 N. 6 St., Leavenworth, Kan.

DRUMMER—EXPERIENCED, GO ANYWHERE. Write, stating all. HARVEY ANDERSON, Brinsmade, N. D.

DRUMMER—6 YEARS' EXPERIENCE, UNION. New pearl outfit. Prefer location. DRUMMER, 105 S. Church St., Murfreesboro, Tenn.

FEATURED VOCALIST, GUITARIST, ARRANGER — Spanish and Electric Hawaiian Guitars. Exceptional voice. Name band and network experience. Available for recording locations anywhere. BOX CH-45, The Billboard, Woods Bldg., Chicago, Ill.

GIRL THIRD ALTO SAX, CLARINET — SINGS. Union, experienced. References. No panics. BOX C-478, Billboard, Cincinnati.

GIRL VIOLINIST, DOUBLING VIOLA—SOLO Violin, high-class hotel concert-dance ensemble. Graduate Juilliard. Best references. Good appearance and wardrobe. Available after June 10. BOX C-493, Billboard, Cincinnati, O.

GUITARIST—RHYTHM, DOUBLE ELECTRIC Steel. Experienced all lines; guaranteed satisfaction. BOX C-492, Billboard, Cincinnati.

HAMMOND ORGANIST, PIANIST, ARRANGER —After June 5th. Have been steadily employed. Prefer location work if possible. Guaranteed satisfaction to any prospective employer. Five years' experience in all branches of field. Distinctly individual presentations. BOX C-373, Billboard, Ill.

MODERN SWING DRUMMER — READ, RIDE or TAKE LEADER. Prefer name or semi-name swing band. Write or wire DRUMMER, care C. Berger, 10 S. Grove St., Apt. 202, E. Orange, N. J.

SAXOPHONIST, ALTO, TENOR AND CLARINET —Can play any chair. Also a vocalist. Prefer location, but will travel. Reliable, sober, union. Name band experience. BUD LILLEY, 75 Thomas, New Bedford, Mass.

THREE GIRLS—DRUMS DOUBLING TRUMPET, Piano doubling Vocal, Alto doubling Clarinet. Prefer large band. All answers considered. MUSICIAN, 740 E. Hubbard Ave., Belvidere, Ill.

TROMBONE — EXPERIENCE DANCE AND concert. Age 24. Prefer traveling band. Address BOX C-490, Billboard, Cincinnati.

TROMBONE MAN — DESIRES WORK WITH commercial or sweet band. Union, experienced, sober, neat. Good range, reading, fine, but no take-offs. Location or travel but no panics. At liberty now because of folded band. Write or wire BOB BARNES, 743 Beverly Park, Jackson, Mich.

TRUMPET — 1ST or 2d. TEN YEARS' EXPERIENCE, swing band and symphony. String bass, vocal, some arranging and drums. Range and tone. Young college man, sober and reliable. Can furnish references. Tell anywhere June 8. Address MUSICIAN, 1555 N. Holyoke St., Wichita, Kan.

TRUMPET — ALL ESSENTIALS. MUSICIAN, 324 Diamond St., Kendallville, Ind.

TRUMPET — YOUNG, SOBER, RELIABLE. CAN read, transpose, improvise. Midwest area preferred. Please state all particulars in first letter. All mail will be answered. EARL MASON, 501 Spencer Ave., Marion, Ind.

VIOLINIST — FIRST CLASS, FINE TONE, good reader. Experienced in concert, dance, theater, symphony. Can furnish string combination or small orchestra for high-class hotel or resort. Union. Available June 15. CHARLES STROUD, 23 Monroe Ave., Oshkosh, Wis.

YOUNG GIRL SAX—CLARINET SPECIALTIES. Two Trumpet Novelties, Strings, Accordion, Xylophone (national winner). Excellent reader, improvise plenty experience, arrange, union. BEAN COLANGELO, 2143 5th Street, Harrisburg, Pa.

2 ALTO MEN — DOUBLE CLARINET AND Tenor. One fine take-off, other top straight man. Both excellent readers and tone. Young, sober, reliable, plenty of experience, union. Results guaranteed. Prefer resort location spot with large swing outfit. Rather not separate, but will consider any reliable offers. Out of work because BAND BROKE UP. Transportation necessary for ever 200 miles. Write or wire BOB RANDON, 326 Clinton St., Jackson, Mich.

ACCORDIONIST doubling Alto-saxophone, Clarinet, Cello, Bass. Whole experience, arranger, radio dance. Young, reliable. Address MUSICIAN, care Bader, Apt. 311, 639 W. 207th St., New York.

AGE ALTO SAX-CLARINET—Read or anything. Wide experience; possesses ability plus ambition. Single, excellent, willing. Only reliable offers considered. Write JOHN KIDWELL, Crittenden, Ky.

AT LIBERTY — Also Sax, doubling Clarinet. Thirty years' experience. Age 24. BOB YATES, 817 Whaley Court, Ann Arbor, Mich.

DRUMMER — Due to disappointment, am available immediately for summer or permanent contract. Union, young, fully qualified, free any job. See references. Have card, state complete details. STANLEY HOTLING, Warwick, N. Y.

HAMMOND ORGANIST, Novice-instruct—Plenty on the swing side. Letter smooth, tonal, steady. Go down to or return to ORGANIST, 37 Spruce St., Pawtucket, R. I.

SWING GUITARIST — Solid rhythm; 11 years' with top bands, tribos. Have 4-000 guitar. Young, union. Write FREDDIE STIVERS, 533 W. Bayou Boulevard, III.

TROMBONE — Trumpet, sober, Available band, restaurant, resort. Tone, neat, fake improvise. Industrial, municipal bands, write Atlantic Coast States preferred. BOX C-484, Billboard, Cincinnati, O.

VIOLINIST — Doubling Viola, Plays dance, concert and shows. Payroll best hotels, theaters. Join an excellent non-union. Young, sober, smart. Telephone 2-24, 15 W. 51st St., New York.

AT LIBERTY PARKS AND FAIRS

AERIAL CLOWNS — Descriptive Ad below.

BALLOON ASCENSIONS— For all occasions. Girl Parachute Jumper JACKSONVILLE BALLOON CO., Jacksonville, Ill.

BALLOON ASCENSIONS— With one or more Parachute Drops by Girl or Gent Jumpers. Modern equipment. NEW- DERSON BALLOON CO., Haskins, O.

BALLOON ASCENSIONS— With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind.

BALLOON ASCENSIONS— AMERICAN BALLOON EXHIBITION COMPANY, Permanent Address, Humberdolt, Tenn.

S WAYING HIGH POLE Act—Priced reasonable. Write or wire BOX C-479, Billboard, Cincinnati, O.

BALLOON ASCENSIONS, PARACHUTE JUMP- ing furnished parks, fairs, celebrations. Experienced operators. O. E. RUTH'S BALLOON CO., 1021 Collier, Indianapolis, Ind.

CIRCUS ACTS — TABLE ROCK, TRAPEZE, Revolving Ladder, Hand Balancing, Double Tossing, Trapeze, Clown for a Good Walk, Perch, etc. Can be booked as unit or separately. ERV LANGE, Turner Hall, Sheboygan, Wis.

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis.

HIGH WIRE THRILLER — HIGH AERIAL COMBINATION Act, two different acts. Includes literature on request. **BOX C-476, The Billboard, Cincinnati, O.** j88

MCELL'S STAGE CIRCUS AND SENSATIONAL High Aerial Acts—Now booking fairs and celebrations in South and Middle West. Headquarters, **BOX 35, Chillicothe, Ia.** au10

F. FANNY AND TRICK MULE, ABERN — Comedy Novelty Act, Rubie Clown Grandstand; also several short Comedy Acts. Available for fairs. **O. V. O'NEIL, Care Remfro Valley Fair.** Danport, Mt. Vernon, Ky. j629

THE GARMENES — TWO COMPLETE AND distinct acts. Three people-hand and ladder balancing equilibrists. Three people comedy acrobatic act. Price and literature on request. **Address BOX 21, Williamston, Mich.** j629

THREE FREE ACTS AT LIBERTY — SLACK Wire Act, Comedy Juggling and Balancing Act, Comedy Dog Act. Price of acts reasonable. Write for literature. **CHESTER HUBER, 2345 Wash. Minn.** j615

TWO MIXED NOVELTY ACTS — FIRE Juggling. Baton Spinning, Music, Puppets, etc. **THE COUDENS, Mt. Hermon, Mass.**

GENERAL COWBOYS—Three Standard Acts. Fast Double Trapeze Comedy Revolving Ladder and Platform Swinging Ladder. Literature and prices on request. **Address The Billboard, Cincinnati, O.** j629

CHARLES AUGUSTUS — Classy Tragic Performer. Available for 4th July celebration; other events. Featured at A. H. directly sponsored. Act as requested on your platform. For full information write **CHARLES AUGUSTUS, Care Dept. Deane, 409 Cassin, Ft. Wayne, Ind.** j629

WASHINGTON'S CIRCUS — Ten Dogs, Cats, Rabbits. Five distinct acts, including Aerobatic Act. Guaranteed the best for celebrations, fairs, etc. Fourth. **Address 429 Sixteenth Ave., Molokai, N. Y.** j629

DOUBLE DOG ACT — Featuring Rose Waddell and Bill Hiber. Literally Unrepeatable. Playing New England States only. **H. BATHSON, care Billboard, Cincinnati, O.** j622

MIRIAM GALEY — Former on Shark Wire, comedy act and musical, also singing act for fairs, circuses, etc. **Art. 6, 445 W. 24th St., New York, N. Y.**

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 20 CLASSIFIED FORMS. CLOSING DATE JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MANAGERS, Don't Be Misled!—Geo. E. Roberts, manager of the real Southwestern, Inc. (Incorporated) place large amount stores; big double-acting Cockroaches, Managers, Poodles, Dots, Monkeys, Clowns, Novelty Acts. America's leading attraction features far more than fifty years. The greatest of all past entertainment. Always in the lead. You certainly want the best. **Address GEO. E. ROBERTS, Manager, Southwestern's Attractions, Headquarters, 5150 E. 9th St., Philadelphia, Pa.** Telephone SAGAMORE 5586.

PAMAHABIKA'S Dog, Pony, Monkey and those famous acting large White Cockatoos; also hand-some Circus. For information address **GEO. E. ROBERTS, 3508 Double Trapeze, Lady and Gent, Telephone SAGAMORE 5586.**

THE LERHOES — Lady and Gent, presenting three high-class acts. Guaranteed to please, at a right price. **1801 W. Main St., Belleville, Ill.** j615

THE OUTHRIES—Four different Fine Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw, Butterfly and Double Trapeze, Lady and Gent, Beautiful acrobatic. Reasonable. **Care The Billboard, Cincinnati, O.** j629

TWO FEATURE PLATFORM ACTS — Wire Walker and Jugglers. Each set runs fifteen minutes. **Address The Billboard, Cincinnati, O.**

GRIFFITH TRIO, 316 Main, Keokuk, Ia. j627

AT LIBERTY SINGERS

COMEDIAN, VOCALIST OR FIDDLER WANTS
To join some reliable party after June 1. Complete satisfaction guaranteed. **Address GALLAND W. TALBOTT, Route No. 2, Halifax, Va.** j622

YOUNG MAN — Tenor. Experience in solo and duets. Sing popular songs. Free to go anywhere after June 15. **Want to sing with orchestra. JOHN PARKAS, 3711 Dodder St., East Chicago, Ind.** j68

AT LIBERTY PIANO PLAYERS

DANCE PIANIST—ALL ESSENTIALS. PREFER location. **NICK NIXON, Church Ave., Dyersburg, Tenn.**

PIANIST (WOMAN) DOUBLING HAMMOND
Organ and Accordion—Read, fake; wide experience; no beginner; working steady dance band past four years. Resort, no traveling; no promoters. Reliable only. Union. No rush. Write details. **BOX 1411, Meridian, Miss.**

PIANO PLAYER — MODERN MUSICIAN WITH all essentials; experienced dance musician and cut all types of shows. Write, wire **EDDIE FELLOWES, 3952 Wallace St., Philadelphia, Pa.**

EXPERIENCED YOUNG PIANIST for Dance Orchestra; union, single, capable, reliable, good writer, travel experience. Address 1901 West Meadmore Ave., Loganport, Ind.

PIANIST—Union, single. Young American man. Good reliable organist. Wide professional experience all lines. Soloist, accompanist, orchestra, concert pianist. **Write details. BOX C-491 care The Billboard, Cincinnati, O.**

SOLID DANCE PIANIST wants work with orchestra in Central States. Can stand read notes or guitar chords. Can jam old standards and take unique take-offs. **BOX C-183, Billboard, Cincinnati, O.** j618

AT LIBERTY VAUDEILLE ARTISTS

FEMALE IMPERSONATOR AT LIBERTY — Available at once. For details write to **RAY RAYMOND, General Delivery, Syracuse, N. Y.**

LATIN AMERICAN ACT—MAN AND WIFE with sound truck. Featuring Sward Dancing. Man plays various string instruments in Hawaiian, Spanish, Oriental and modern music. Own public-address system, ready-made stage and house trailer. This act also handles outside benefits. A high-class act, not a tramp. Write **MARCE AND LORING, General Delivery, Spurgeon, Ind.**

AT LIBERTY—Team, Med or Rep.; up to acts, specialties. Can produce variety of comedy. Own appearance system, ready-made stage and house trailer. **Have car. State best. BARRY FLANKSBURGH, Buckle Barber, N. Y.** j622

AT LIBERTY—Team, piano, singing, light comic, specialties. No black character or novelty. **John and Arlene, care State salary. JOE BIRTY ROSS, The Billboard, Cincinnati.**

NEED PEOPLE—Specially Team double on understated months steady, good pay, join on wish, no advances. **Mac and Arlene Franky and Gladys, care BAKER BERRY CO., Route 2, Dyersport, Ia.**

DIRECT FROM THE LOTS
(Continued from page 48)
sketch is doing well, with his Barrel of Fun. Al Steiner has a new trailer, **BING WHIST.**

World of Pleasure
(MotORIZED)

Fontiac, Mich. Week ended May 25. Location, **Baldwin Street Showgrounds.** Auspices, Metropolitan Club. Business, good. Weather, fair and some rain.

Monday night's opening, the weather was good, proved a winner. Crowds increased from 2,300 Monday night to over 4,000 at Saturday night's closing. As a whole date proved a winner for all. Spending was liberal. Friday night was not to rain. Ella Carver, recovered from recent illness, presented free act, and was well received. Malloy's Modern Midway Cafe still is a mecca for show-folk. Barney Lamb left here with his side show and girl show, joining here and ready to open at the next spot in Sailor Harris and wife Pearl, with daughter Betty. Muse framing a side show with two pit attractions, Lola and Pin Point in the pinhead. Midway is well eliminated. Metropolitan Club committee co-operated. All shows, rides and concessions reported a successful week. Henry A. Lewis joined as special agent, replacing Mr. Hockett. Owners Frank Miller and John Quinn are optimists over season's prospects.

HENRY (SHORTY) LEWIS.

Banty's All-American
(Baggage cars and trucks)

Grand, O. Week ended May 25. Location, Arvon Park Showgrounds. Auspices, Grand Volunteer Fire Department. Business, fair. Weather, mild; frequent showers.

Shows were hit by frequent sudden showers here, but business was fair. In addition to the weather, Promotions Director and Assistant Manager Harry E. Wilson was injured here, and his work was sorely missed. John Parra, injured ride boy, remained in Warren (O.) City Hospital all week. Midway showed a spangling of new talent in shows and concessions. W. R. (Whitey) Johnson closed last week as talker on Paris Nights Show. Girls include Helen Dymock, Jackie Milliron, Helen Miller, Betty March and Ella Strauss. Newly re-organized Expo Show also bears evidence of Zaehlich Bros. Shows' products in Vickie Lester and Helen Dymock. Veteran Jimmie Mason is talker, and poster has Jeanne Mitchell, Ann Felter and Evelyn Peltz. Joe Copperso's Monkey Circus is clicking. Joe's son, Leo, is assisting. Elaine Miller's Broadway After Dark, directed by Freddie O'Brien, is popular. New faces along concession road include Ginger O'Brien and Lon Burnette, working Paul Lane's fishpond; George Percy is head man, and Doc Lewis and Kenny Slatner, agents, at Lane's clothespin stand, and Al Peltz and man Ed O'Brien and Sam Peltz, agents, at Lane's raffle-dancer. Frank Boyd, owner and head man, James Holder and Sailor Burke, agents, swinging ball

game; Martin Irwin, owner and head man, Tony Pomparent act, roll-down, **FRANK ZO PETTE.**

Eric B. Hyde
(Baggage cars and trucks)

Leesburg, Va. Week ended May 25. Location, baseball park, Route 7, Washington Road, Auspices, County, Eastern, light. Weather, rained out Monday; rain Friday and Saturday. Pay gate, 10 cents.

Stand, on record for a previous season's exhibition as an excellent one from a gross business standpoint, proved a near blank, because of adverse weather and lot conditions. Flying LaMars, free act, left Saturday to fill previously contracted celebration dates and were replaced by Paul Sullivan's Flying Sullivans. Officials, *The Loudon News and Loudon Times-Mirror*, co-operated. Barney Tassel and fair officials from Front Royal, Va., were among visitors. Mr. and Mrs. Eric B. Hyde went to Washington, D. C., on business. Electrician Arthur Stanley purchased additional equipment for electrical department. Ann Lee's Harlem Beauties continues to top shows, while Ferris Wheel leads rides. H. Rosen completed building a bird wheel concession, and Herbert Wiggins, general agent, is concentrating on filling fair dates. James Rigos, gridline man, joined Charles F. Brown's cookhouse. Jerry Stutz is handling Side Show top. Jerry Reynolds, general utility man in charge of transportation, sets the pace for hard work and long hours. Jack Shannon is in charge of auto parking. Work of streamlining Merry-Go-Round is progressing. Charles Sutton, concession manager, is still on duty despite contrary reports.

WILLIAM JUDKINS HEWITT.

Crystal Expo
(Baggage cars and trucks)

Thomasville, N. C. Week ended May 25. Location, Myers Field. Auspices, American Legion Post. Business, very good. Weather, rain two nights.

Jupe Pluv gave shows the works Monday and Thursday nights and almost spoiled children's matinee Friday, but the rain let up in time Friday to permit a fair matinee business, with good results at night. Date ended Saturday night, with over 4,000 paid admissions and all shows, rides and concessions winding up on the right side. Two local tri-weekly papers and committee co-operated and High Point Station WMPF broadcast four commercial announcements daily. Shows sound-truck and band from Dark Town revue made daily parades downtown. H. Kilpatrick, hillposter, continues to do a good job. W. E. Bunts added another attraction to his Circus Side Show. Dark Town Revue, Captain McVay's Monkey Circus and Alice, Alligator Girl are vying for top money. Sam Petralis's Athletic Show had its best week of the season here so far. Strange as it may seem and Sky-High Ride are getting their share. Twin Ferris Wheels, Octopus and Lindy-Loop are leaving rings in gross receipts. Pony and Kid's Auto rides are popular. Billy Segist Troupe, free act, is well received. **PERCY MARTIN.**

Convention

Falcons, N. Y. Week ended May 25. Business, fair. Weather, variable.

Local stand got off to a poor start and fireworks exhibition slated for Monday had to be postponed until Wednesday because of rain. Thursday was lost. Friday matinee drew a big crowd when the local branch of a chain bakery entertained 1,500 children and presented one with a monkey. Saturday, with the Firemen's Parade, also drew capacity. Crowd stayed late, and Siegrist circus unit, free act, was well received. Walter Langford's new band truck was delivered early Monday morning. Truck is equipped with an amplifying system and O. E. (Eddie) Peden, of the Sea Rover's Show, made downtown announcements. On Seaside Show led shows, while Till-a-Whirl was best among rides. Louis Augustino's Congo Show did well. Life Show did not open as scheduled, but is to be ready for Wellsville, N. Y. Richard (Dick) Palmater joined with his Serpentina Show. It is indirectly lighted and outlined in neon. Mentor's Harlem Dandies have been augmented. Danny Coor added two concessions, and two trucks and an office trailer were added to rolling equipment. Many folks from Russell Bros. Circus exchanged visits during their stand at Warren, Pa., a short distance from here.

PAY LEWIS.

West Bros.
(MotORIZED)

Joa City, Ia. Week ended May 25. Location, Lucas Showgrounds. Business, good. Weather, cool.

Cold weather failed to dampen ardor of local collegians and spot proved one of the surprises of year. Good crowds of spenders were on the grounds nightly, excepting Saturday, when an early-evening shower cut down attendance. Shows were exceptionally well patronized with High Hat Revue and Motodrome surpassing previous marks for the season. Skooter and Till-a-Whirl led rides. Concert Band, led by Willie Gaskin, is popular and Porly Sharpe and Sonny Sharpe are recent additions. Benefit show, staged Thursday night on Skooter, with Ted Conley emceeing, proved successful. Participating were M. Brod, Curly Clark, Pop Sommers, Mr. and Mrs. Blanning, Charlotte and Lucille Barnhart and Ted Conley's swing band. Session proved no popular that another will be held soon. Bob Laughlin reported that ticket sale exceeded expectations. Many visits were exchanged during the week with members of Bonanza & Wells and All-American Exposition shows. The writer had as visitors Saturday night Nile Kinloch, All-American quarterback; Joe Lebeda and Mark Payton, of Iowa U.

DON TRUEBLOOD.

Douglas Greater
(Baggage cars and trucks)

Kelso, Wash. Week ended May 25. Auspices, 40 and 8. Business, good. Weather, good.

After two weeks of rehearsal, shows are running smoothly and business here

was good. Committee co-operated. Ted Metz's Side Show and Athletic Show have been top money-getters. Concessions and rides are doing okay and Doc Hamilton is clicking with banners. Victory Wash, Week ended May 18. Auspices, L. L. L. Business, fair. Weather, cool.

Because of a city ordinance, lot was located out of town and opening week of Jantzen Beach hurt business. Cold weather prevailed most of the stand. Dan Mortensen placed his Skooter at Jantzen Beach for the summer.

Olympia, Wash. Week ended May 11. Auspices, American Legion Post. Business, fair. Weather, cool.

After a good run from quarters everything was ready for opening excepting the Skooter, it being en route from the factory. It arrived on Friday and operated Friday and Saturday nights.

GEORGE BURTRES.

Daily Bros.

Okeena, Okla. Week ended May 25. Auspices, American Legion Post. Business, fair. Weather, bad.

Week started slow, but Thursday night saw a large crowd on the midway. Smokey Hale's Death Show led shows and Mr. and Mrs. Reid joined with their Mechanical Show. Boy Yoder added another concession to his string, and bingo, operated by Mr. and Mrs. M. D. Smith, has been doing fair. Mr. and Mrs. Shinn, photo gallery operators, purchased a new car here. Owner and Mrs. H. J. Freed purchased two new trucks and a new Van for the bingo. Freed leaves on a booking tour soon. Mr. and Mrs. Eddie Hahn have their pop corn and pitch-till-you-win stands with it. Rollis Huff has the cookhouse and Bob Taylor added a No. 2 Girl Show. Sid Morley has charge of the office, while Mrs. Morley operates the hoop-la. Owner Freed purchased a top for his circus attraction, which he is framing. L. H. Dasher is general agent and Henry Ayers has the Ferris Wheel. Lou Weir joined with three concessions.

BILL ROY.

Hilderbrand's No. 1
(MotORIZED)

Hayward, Calif. Six days ended May 26. Location, E. 14th street at Ashland. Auspices, American Legion Post. Business, fair. Weather, cold and cloudy. Pay gate, 10 cents.

Situated in Ashland, a suburb of Hayward, nightly attendance was gratifying despite the many fiestas surrounding shows and opening of Golden Gate International Exposition. Legion Drum Corps gave nightly exhibitions and many showfolk visited from near-by shows. Owner O. H. Hilderbrand and William Summers made a hurried business trip to Los Angeles. The writer went to Oakland for three days to attend funeral of his brother, Ann. Camille Hobday arrived from Atlanta to visit her husband, Secretary John H. Hobday. Many showfolks spent the week visiting Foley & Burk, Joyland and Crafts 20 Big Shows. General Agent Lucille King entertained parties of show women visiting (See Direct From the Lots on page 53)

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Bingo Ops With Carnivals, Parks Expect Banner Season

NEW YORK, June 1.—Bingo operators with carnivals and at parks are looking forward to a successful season despite talk of war and poor early season business occasioned by rain and cold. All look to vast improvement in business when the weather breaks.

Billy Bowen had a most satisfactory take the day Pontchartrain Beach opened at New Orleans. Indications are that the park will have the best season in its 11-year history. Initial week-end found 70,000 people at the spot, setting an all-time peak. New rides have been installed and the park is more attractive than ever. Other concessioners are reported enthusiastic over the year's outlook and quantities of merchandise fill the shelves to appeal to pleasure seekers.

Better Merchandise Demanded

Midways are reported making a splash with Pincocchios this season. This character

in stuffed toys and wood composition is adding flash to the stands. Pincocchio in a stuffed toy is available in 20 and 42-inch sizes and gay colors.

New items are aiding the ops in flashing their spots. The trend is reported to higher-priced numbers, such as self-powered radios and candid cameras. Radios are out in new designs this season and demand for them is almost certain to increase.

Prizes that may be utilized by housewives are still maintaining a top position on the list of lead numbers. Developments in rural electrification has eased the operators' headache to a certain extent. Since so many rural communities now have electric current, the people are now added to the millions who have always been good prospects for electrical appliances.

BALLYHOO BROS.

(Continued from page 41)

Unearthed. Manager Pete Ballyhoo, garbed in topper and tails, stood at the main gate to greet the endless chain of rocks and cash as it entered the lot. Stopping several of our prosperous patrons, he asked them in what business they had made enough money to retire. To his surprise, there wasn't a retired carnival manager on the grounds. This gave him food for thought. In the cookhouse he announced, "I am thru investing in glass, lumber, rags and steel. Never again will I invest every dollar that this show grosses in streamlined ideas. I believe it is about time for me to give the First National back home some of my business. I learned tonight that in order to get a divorce from poverty one must be awarded the custody of some money."

Opening night gave the gate 20,000 paid admissions, the shows and rides averaging only 20 cents per person. On Tuesday the gate went up to 24,000 admissions, with the inside spending averaging only 18 cents per person and the stum spindles blanking out entirely. On Wednesday the gate grew to 20,000, while the inside spending average dropped to 11 cents per person. Here was something radically wrong, something that had to be adjusted. A meeting of the office staff was called to decide on a new move. It was here that a new midway idea was born.

General Agent Lem Trucklow whispered the words in the bosses' ears, words that made carnival history. The entire staff rose to their feet cheering when his plans were voiced. That night the show opened with a 50-cent gate admission and with all shows and rides free. The gate registered 30,000 admissions; the 40-cent admission heist raised the inside rate to that much per patron. Talk about a blitzkrieg midway! We had one that night. The 30,000 patrons ran from ride to ride and from show to show, shoving, jostling, pushing, rushing and crowding to get their money's worth. So great was the crowd and the rush that thousands of gems were knocked out of their settings, beautifying the shavings with their glitter.

Friday and Saturday attendance rose by leaps and bounds. The management prepared for this rush by unloading the extra set of rides from the storage cars and erecting them for the big push. The First National back home learned for the first time that there was money to be made on a midway.

MAJOR PRIVILEGE.

JEAN MARTIN, ticket seller on Sol's Liberty Shows, underwent an operation on May 22 in American Hospital, Chicago. She is getting along nicely and will be able to return to the show next week.

BINGO BUSINESS

By JOHN CARY

Recently an operator dropped into our office to talk over his plans for the summer. He has been working several spots but said he wanted to make this a banner season.

We talked things over and brought out the fact that many counselors do not work their territories as intensively as they should. When a game is potentially capable of drawing a hundred or so more people than it does the section is not being worked properly. The people are there and it is up to the operator to get them interested. Furthermore, it is his problem to keep them interested.

PUBLICITY is a big factor in building any game and keep business. When an operator is conducting a game for an organization he should have the group name someone to handle publicity. This person shouldn't be one who is going to answer requests for a news story with "We gave you one last week." He must be a person who is interested in the organization and the funds being raised thru the games. When a story is wanted it is his duty to sit down and write one that is worth reading and that will create desire in the minds of the townspeople to attend games. This desire can be created by stressing two points. First, that the fund being raised is for a worthwhile cause. Second, that plenty of good merchandise is being offered as prizes. If the person appointed to handle this end of the game is co-operative with the newspaper staff, frequently much free and effective publicity can be obtained.

DR. THOMAS J. MILLER, a former showman, writes from Norfolk, Va., that he was recently appointed delegate from the American Federation of Government Employees to the Central Labor Union, where an entertainment committee was created with him as chairman. "My first venture for the C. L. U.," he writes, "was a series of bingo games, and the contract was given to H. W. Jones, of Jones Better Bingos. The series has just been concluded, with 963 people cranking the ball and about 200 turned away. Two undertaking establishments helped out with chairs, and tables were borrowed from other organizations. Our city manager officially opened the first game of the series at the 30th Division Club and gave a word of welcome to our guests and his best

wishes for our success. Attendance rapidly increased, and it was with regret that the outdoor season beckoned and he had to take to the road. So many requests were received that President E. S. Smith of C. L. U. took the matter up with my committee, urging continuance of the games. So another series is under way."

PREL ENLARGES

(Continued from page 41)

augmented midway also is embellished with new lighting effects and rides, reports Thomas W. Rice.

Among new attractions are three under management of C. Jack Shafer, including Odd But True Side Show, Otis House and Monkey Speedway. Penny Arcade has been returned to the midway after an absence of several years. Other shows include Miss America, under Charles Tansy; Wall of Death Motorcrome, Bill Brice; Hot Chocolate Revue, Bill Broderick; House of Magic, James Woodward; Hi-de-Ho, Joe Parson, and French Casino.

Staff has S. K. Prell, director-general; A. Prell, assistant manager; Leo Bistany, general representative; Charles Powell, contracting agent; H. Jacobson, secretary-treasurer; Harry Fitzgerald, publicity director; Pat Finerty, legal adjuster; Ben Prell, lot manager; James T. Price, electrician; John Hill, assistant; B. Prell, transportation master; Dad Ward, The Billboard and Miami agent; A. L. Sykes McMorris, Eddie Ritter agent; Sam Caruso, builders; Advance, Tommy Rices, advertising car; Bill Homes and James Heller, lithographers, and L. L. Buckner, canvas boss.

Rides are Kiddie Rides, Joe Seaman, foreman; Twin Ferris Wheels, Stacy Knott, foreman; David Amos and Thomas Darnell, assistants; Merry-Go-Round, Thomas Humble; Whip, Harry Fox and John Herring; Rides-O, Ben Cheek and Ralph Lucia; Auto Speedway, Joe Hollander, George Collins and B. Cunningham; Chairplane, Ed Jones; Pony Ride, Mrs. Marvin; Miniature Railway, Charles Gusternuth; Twin Loop-o-Planes, Al Borneberg.

Berocini Troupe, including Josephine, Sonkie, Clara, Venio, Mike and Joseph Berocini, and Sonny Boy Campbell are the free attractions. Concessioners are Jack Russell, lead gallery and pitch-115-you-win; Miss Morgan, ball games; Louis Simpkins, balloon pitch; Harry and Marge Stevens, pan games; Mr. and Mrs. Weber, photo gallery; E. Lauther, candy apples; Ida Martin and Jackie Chapman, penny pitches; Tony Vivano, custard; Spick and Span Dinner, Jack and Mary Kennedy, operators; Mary Kennedy, chef; Jack Kennedy, griddle, and Mr. and Mrs. Earl Wald waters. Jones bingo is managed by Freddie Blyth and with Elmo Walls, Henry Palmer, Louis Bartley and Mr. and Mrs. Von Stittina, assistants.

Three Top Markets Open to Salescard Operators in June

CHICAGO, June 1.—Salescard ops are prepared to avail themselves of three big markets in June—brides, graduates and vacationers. They have brought home the bacon for the boys during past years and they are counting big on them this year.

For the bride, the boys are offering electrical appliances. Those who have invitations to weddings are always glad to have the problem of selecting a suitable gift solved at a low cost. The radio lamp is seen as a big item for this trade, as is the ship lamp, ship radio and electric stove.

Graduates also afford a wide market. Salescard boys are luring this type of trade with pen and pencil sets, watches, radios, navigator radies and lighters.

The vacation field has always been a lucrative one. Offerings of note include radios, casting outfits, lamps, stoves and cameras.

The boys have good supplies of merchandise and expect to blast the old theory that summer months aren't good for salescards. With good merchandise they believe salesboards are in 12 months a year.

Merchandise Play In '40 Looms Big

CINCINNATI, June 1.—With Decoration Day now a matter of history, the boys at parks and carnivals are buckling down for the season. Rain has marred the start, but nearly all believe the season will improve plenty when true summer weather comes along. While the boys are using everything within their power to get the people to spend more money, one basic principle is being used almost universally—that of passing out more merchandise prizes.

Guess-your-weight, guess-your-age, ball game, roll-downs, pitch-till-you-win and concessioners of nearly every other kind are using merchandise to attract customers and keep them playing.

Supply houses report that more merchandise than in many previous years has been shipped to concessioners. One dealer recently returned from a road trip and his report is that the season will see more than the usual amount of merchandise passed out. Since the start hasn't been the brightest, concessioners are giving more merchandise to break the ice and get the people coming to their stands.

Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Dying Pig

With parks, carnivals and resort spots opening for the season, the new line of dying pig is proving a profitable item to concessioners, pitchmen and streetmen. Called as the hit of the season, Oak Rubber Co. reports that the number is rapidly gaining popularity. The pig is fitted with combination valve and squawker, which makes it available as a toy or a noisemaker. The boys are stocking up on this number in order to cash in on the early birds at amusement centers, reports say.

Health Workers' Item

Health workers at resorts along the Atlantic seaboard, especially Asbury Park and Atlantic City, are finding Bland, a laxative, a quick seller. R. J. (Eddie)

Ross, of National Health Foods, reports. The product, Ross adds, is effective because it absorbs tremendous quantities of water and forms soft lubricating bulk. Only laxative ingredient is taken from a natural laxative, Plantago leaf, which has been known to physicians and scientists for centuries. The firm states, National also carries a complete line of health books, it is said.

Mexican Horn Novelties

Gus A. Becker reports that a new line of Mexican steer horn novelties, which he recently put on the market, is meeting with approval, the items being in demand as decorations and gifts. The horns are first polished, then flattened, cut and made into eagles, sailboats, airplanes and fish. Demand is increasing as items have plenty of flash and go well

BE WISE...

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Your FREE COPY is Now Ready!

Again we present to you—for the 1940 Season—a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Larded with the "cream" of the World's Merchandise Market! The newest and flashiest Concession Items! The latest and fastest selling Novelty creations! Premium merchandise and specialties of all kinds! You'll find everything that's new and popular in our new 1940 General Catalog! Act now! Send for your FREE COPY today!



GELLMAN BROS. 119 NO. 4TH ST. MINNEAPOLIS, MINN.

TOY SPECIALTIES



GYRO BALLET DANCER
DOZEN \$1.90
\$21.00 GROSS

Mechanical Novelties that catch the eye and turn over quick and profitably. These are American made. Order by number.

Model	Des.	Gross
515X81—Ballet Dancer	...	\$1.90
515X82—Climbing Tank	...	2.25
515X83—Popper Dog	...	4.25
515X84—Popper Fish	...	4.25
515X85—Popper Cat	...	2.50
515X86—Popper Mouse80

Special introductory sample of each. 6 Stems postpaid for \$1.50.

New Catalog No. 401 sent off the press sent in request. Mention your business, we do not mail retail. Write Dept. G-8.

JOSEPH HAGN CO.
Distributors
217 & 223 W. Madison St., CHICAGO, ILL.

as ornaments for radios, mantels and Gens. They may be obtained at new low prices, Becker says.

Stratosphere Balloon

Pitchmen and demonstrators are finding a good market for Stratosphere Balloon, the United Balloon Co. reports. With the country air-minded more than ever before, this item is a natural. This number, which can be inflated to 11 inches in diameter, comes packed in a large-sized two-colored flash illustrated envelope. It also has a cardboard cabin which is easily attached. A large all-over model is also gaining in popularity and is a big favorite with the boys, it is said.

Gyro Ballet Dancer

Pitchmen and streetmen who specialize in mechanical toys are finding the new gyro ballet dancer in demand and a good money-maker, Joseph Hagn Co. reports. Dancer gives a realistic demonstration and even makes several turns in the course of the "act." Firm has other mechanical toys, which it offers at low prices. Items catch the eye and turn over quickly and profitably, the firm reports.

Outlet Sales Mdse.

Agents who want fast-selling merchandise are finding complete lines of clothing, hats and shoes top items, N. Rothberg & Sons report. Here is a chance to build a steady income, for these new and used bankrupt items can be sold easily. New 1940 lines are available and no experience is necessary, it is said.

SPECIALS

- HOT SPOT DESK FLAME LIGHTER, SEND FOR SPECIAL ORDER PRICE
 - SUN GLASSES—Fine Grade, Each to Box, Des. 40, Gross \$4.40
 - GRUEN'S LEIN SUN GLASSES With Size Shields, American Made, Fast 10c Street-men's Item, Canned Gross \$8.00, 7.75
 - SUN GLASS KIT-OK Nail File, Pocket Comb & Mirror, Fine Quality Sun Glasses, Per. Sets 1.25
 - WORLD'S FINE NOVELTIES—10c, 15c & 25c Numbers, 20 Assorted Kings 1.00
 - FLASH LIGHT BULBS—2.5 & 3.5—1000 6.50
- SEND FOR FREE CATALOG

BENGOR PRODUCTS CO.
376 BROADWAY, NEW YORK, N. Y.

Elgin-Waltham

Wrist and Pocket WATCHES... \$2.95
Many Returned if Not Satisfied. WRITE FOR CATALOG.
ADNAT JEWELRY CO., INC.
55 E. MADISON ST., CHICAGO

NEW TURN SIGNAL

FLASHES from REAR WINDOW—DASH Control and Indicator. Drivers use on each demonstration. Dealer buy 2 to 12. Your profit markup as high as 20%. Biggest sensation of year. Rush orders for tests and demonstration sample plan. All Price! Rush. WATCH-MY-TURN SIGNAL CO., Dept. W-436A, Walnut Bldg., Des Moines, Iowa

Attention, Premium Users
While in Western Canada
We specialize in Plaster Novelties ranging from 1c to 35c each. Quantity orders of \$10 down and over less 10% discount. We carry a complete stock of Carnival Merchandise.
MIDWESTERN CARNIVAL & STAY CO.,
264 McDermott Ave., Winnipeg, Man., Canada

Walt Disney's Pinocchio LIVE BABY TURTLES

Smashing all current records! Full waterproof colors. Licensed exclusively for turtles by Walt Disney Enterprises. Order now for immediate shipment!
Big Profits in WONDER TURTLE FOOD. Per 100 Envelopes, \$2.50. 10c each!

PINOCCHIO TURTLES, 11c
assorted characters. In Lots of 100, Each
MICKEY MOUSE, SNOW WHITE, etc. Same Price.
FLORAL DESIGNS, Seattle, etc. In Lots of 100, Each
News of City or Abroad. 10c

Globe-Trotter AUTO PLATES

CHINA
INDIA
SHANGHAI

SENSATIONAL SELLER FOR TOURIST TRADE!
The War makes every Motorist want these foreign-looking License Plates! Hurry! Get in and clean up!
6 Different Kinds
TURKEY IRELAND
EGYPT GREECE
CHINA INDIA
Size 9x5 1/2. No 735—in Bulk, per Doz. \$1.05
Per Gross \$11.52
Wt. per Gr. 38 Lbs.
Clamps for Attaching to Auto, per 100 Pairs \$1.50
TRIAL DOZEN \$1.50
Assorted with 2 Clamps for each Plate, Postpaid

TIMELY HIT!
Cover show's dramatic war action scene in full blazing colors. Folder contains pair of rayon panties. A riot of fun! Order quick!
Per Doz. 75c
Per Gross \$8.50
Wt. 1 1/2 lbs. per Gross

H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

Cash in on this New Money Maker

Complete outfits, including 1,000 newspapers. Now Ready for Shipment.
WE HAVE THE BEST AND LOWEST PRICED EQUIPMENT
For Immediate Operation!
Send For Price List
PHONE: HARRISON 7799

NAME IN HEADLINES EQUIPMENT CO.

1132 SO. WABASH AVE. CHICAGO, ILL.

Sensational! Fascinating!

The new popular Silent Flame Lighter

Operates in an entirely new principle. Base is attractively finished in dark wood grain and copper. Lighter shaft concealed in base. When withdrawn and touched to any part of nude statuette... the shaft tip ignites.
No. 2621—EACH 95c. EACH (LOTS OF 12), 90c.

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WE LEAD FOR PRICE AND QUALITY
NORMAN ROSEN
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Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New, 1941 Styles now available. Write for Free Catalogue.

LARGEST, BUSHIEST, GENUINE FOX TRAILS

5.00 PER 100
45.00 PER THOUSAND
with 2 Tails cords to tie to auto, motorcycles, bicycles, canes, etc., with silk red, white & blue streamer or "omni saying" card.
Genuine FUR RUG, \$1
Lambskin 23 1/2 ft. white, black, brown, grey, 25% Dep., Bal. C.O.D.
Furs & Household Items
H.M. FUR CO., 150 W. 28 St., N. Y. C.

KNIFE BOARD SALEMEN

GET OUR PRICES! 10 Easy Selling Styles for 1c to 39c Each. SAMPLE DEAL \$1.90 Post. extra! Wt. 2 lbs.
ON THE WAY!
NEW HUSTLER CATALOG
"Preview of Best Boys"
LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit. Required With All C. O. D. Orders

Spooney Winesett and Herbert Higgins. . . A. L. (Ly) Blackman was working paper thru the section of Waynesboro, Miss., with H. E. (Slim) Clifton. . . . Harman A. Dobson was back on the road again after an absence of 18 months. He had just worked Little Rock, Ark., to fair business, but the reader was unusually high. He met D. J. Lambert and wife there with horned nuts. . . . Joe Purcell, med show comedian, left show business to settle down in Crockett, Tex., where he had entered the cleaning and pressing business. . . . Roy (Skippy) Davis was in Detroit working shops. . . . Tom Cleary Jr. had put the final curtain on his med opy and was planning on taking out a 12-people show under canvas, billed as Cleary Bros. & O'Hara Bros.' Combined Irish Minstrels. . . . That's all.

Events for 2 Weeks

June 2-8

CALIF.—Livermore, Rodeo, 2-9.
CONN.—Westport, Dog Show, 2-8.
GA.—Augusta, Merchandise Expo, 2-8.
ILL.—Villa Grove, Soldiers & Sailors' Reunion, 2-9.
IND.—P. Wayne, Auto Races, 2-9.
IA.—Des Moines, Dog Show, 2-9.
KY.—Paducah, Strawberry Festival & Anniversary Celebration, 6-8.
MASS.—Athol, Home-Coming 25th Yankee Division, 6-8.
MISS.—Crystal Springs, Tomato Festival, 5-6.
MO.—Merico Springs, Celebration, 6-7.
MONT.—Cut Bank, American Legion Celebration, 2-9.
N. M.—Clovis, Air Circus, Coronado Entrance & Pioneer Days, 4-7.
N. Y.—Black River, Fire Dept. Celebration, 2-9.
Kalamazoo, Dog Show, 7-8.
N. D.—Northwood, Spring Festival, 7-8.
O.—Ashland, Jubilee Week, 2-8.
Ashland, Dog Show, 9.
Greenfield, Spring Festival, 3-8.
Shelby, Spring Festival, 3-8.
Sicelton, Columbus, Boosters' Assn. Festival, 3-8.
Van Wert, Peony Festival, 5.
Zanesville, Groto, Merchants' Expo, 3-8.
ORE.—Portland, Rose Festival, 5-8.
Union, Live-Stock Show, 6-7.
PA.—Berlin, Firemen's Jubilee, 2-8.
Harrisburg, Old Home Week, 2-9.
Pawnee, Landing, Home-Coming, 3-8.
S. D.—Carthage, Sports Day, 5.
Verde, Nevada Day, 6.
TENN.—Knoxville, Great Smoky Mountain Wild Flower Festival, 2-8.
TEX.—Poodle, Rodeo & Frontier Celebration, 5-8.
Jacksonville, Tomato Festival, 3-4.
McCamey, Birthday Celebration, 7-8.
General Wash, Health Festival, 6-8.
Yeakum, Tom-Tom Celebration, 6-8.
W. VA.—Buchanan, Central W. Va. Strawberry Festival, 3-8.
WYO.—Fort Washakie, Wind River Indian Stampede, 8-9.
CAN.—Dorothy, Alta, Stampede, 9.

June 10-15

CALIF.—Bassett, Cherry Festival, 14-16.
King City, Stampede, 15-16.
Oakland, Grand Horse Show, 14-23.
North San Diego, Old Town Historical Fiesta, 14-16.
Santa Cruz, Dog Show, 16.
Halters, Home-Coming, 16.
IND.—Waveland, Horse Show & Street Fair, 13-15.
IA.—New Sharon, Horse Festival, 12-13.
Keosauqua, Home-Coming, 13-15.
ICAN.—Kinsey, Union Picnic, 13-15.
KY.—Georgetown, Legion Celebration, 10-15.
MASS.—Norwood, Elk's Carnival, 12-15.
MINN.—Montevideo, Park Day Celebration, 14-16.
Pipestone, Old Settlers' Picnic, 15.
MONT.—Emus, Rodeo, 15-16.
N. J.—Somerville, First Aid & Rescue Squad, Inc. Celebration, 10-13.
N. Y.—Albany, Old Settlers' Celebration, 10-15.
Pavilion, Fire Co. Carnival, 12-15.
Stratford, Dog Show, 16.
O.—Holland, Strawberry Festival, 15-16.
Greenville, Auto Races, 15.
Manchester, Grotto & De Molay Celebration, 10-15.
Zanesville, Horse Pulling Contest, 16.
OKLA.—Oklahoma City, Sooner Stampede, 14-16.
PA.—Cherry Tree, Old Home Week, 10-16.
Fredericktown, Legion Celebration, 10-15.
Hyndman, Centennial Celebration, 10-15.
Orbitona, Old Home Week, 10-15.
S. D.—Genova, Dairy Day, 10.
D. Shelby, Old Settlers' Day, 10.
Plandean, Creamery Picnic, 13.
Lake Andes, Fish Day, 14.
TEX.—Pampa, Coronado Fiesta, 13-15.
Esper, Round-Up, 14-16.
WASH.—Marysville, Strawberry Festival, 13.
W. Va.—Fairmont, Dog Show, 16.
WYO.—Big Piney, Chuck Wagon Days, 15.
CAN.—O'Brien, Alta, Stampede, 12.

MIDWAY CONFAB

(Continued from page 45)

has been repainted and is doing well. Larry Carr is advance agent.

GREAT Wheel Barrow Shows are considering going into the mortgage and loan business. Everything is covered by paper now.—Six Syllable Webster.

EARL (SPOT) KELLEY, now owner-operator of Kelley's United We Stand Attractions, recently played to good results at Polk Street Celebration in San Francisco. A World War veteran, Spot claims he occasionally books his organization into unincorporated towns by merely presenting his army discharge papers and showing under a free permit, which a former soldier may obtain in California, under the law which reads "any veterans may have a free permit to vend, sell or hawk his wares." Kelley claims he's doing just that.

"SINCE LEAVING Ohio last July, Dixie Warren Shows have toured six States, including Kentucky, Tennessee, Mississippi, Louisiana and Texas, and have been working to good crowds at most of the spots," pens Cunningham Jones from Woodville, Tex. "Among acts playing the shows have been Hippo Kio, 104-year-old Indian, and Buffalo Cody, Stillwater, Tex. A trick pony was purchased in Newton, Tex., recently. One of the side show attractions was procured recently from Edgar Brown, Silsbee, Tex., showman, Manager C. E. Warren worked openings on Sis Dyer's Animal Show at the Mardi Gras, New Orleans. Management has added a new car and office trailer and shows are heading toward the Rio Grande Valley."

MRS. BOSS (to side foreman's wife): "The reason I did not introduce my relatives to Mrs. C. A. when we played the old home town was that At we were sore at the g-a."

FRANK and DOT EARLE'S housewarming in Appalachia, Va., while J. J. Page Exposition Shows were there proved a huge success. Many surprise gifts were tendered the hosts and refreshments and luncheon prevailed for all. Highlight of the party was a humorous rice gag. Among those attending were Mr. and Mrs. J. J. Page and daughter, Dorothy Lee Mr. and Mrs. Billie Clark, Mrs. R. E. Savage, Mr. and Mrs. J. A. Montgomery, Trevor Montgomery, C. P. Tidball, Chris Fernigan, Roy Fann, Roy Carter, Charlotte Miller, Mr. and Mrs. Forrest Pender, Mr. and Mrs. Bob Coleman, Mr. and Mrs. George Lanning, Mr. and Mrs. Buster Hayes, Bertha-Bert, Rocco Garibaldi, Mr. and Mrs. Ben Mottie, Polly Jones, Mr. and Mrs. Jack King, Frank Nelster, Joe Longmore, Mr. and Mrs. Bill Marquette, Mr. and Mrs. Mickey Donahue and Mr. and Mrs. J. D. Phillips.

DIRECT FROM THE LOTS

(Continued from page 53)

from San Francisco. Free acts, Hollywood Skyrockets, Captain Poin's Show, Hildebrand's, Egyptians and John White's trained dogs were well received. Charles Marshall is still holding his own at the General Hospital in Los Angeles and will return to shows soon to recuperate. Earl McCann's Athletic Show topped the midway, with Florence Appell's dressed-up ducks second. General Manager Manfred Stewart spent a busy week traveling to Oakland and San Francisco on business. Concessioners reporting fair results were Frank Dykes, Peter Richards, Ralph Balcom, Florence Appell, Clyde McChann, Al Bozart and Earl Richardson. Ray Demberger, with photo gallery, and Ida Mae Langer, with bottle game, joined here. The writer was entertained by friends and relatives most of the week. Mr. and Mrs. Peter Richards added another concession. A show-er was tendered Mrs. Al Keenan on the midway by her many friends. Elephant truck broke down on route and while it was being repaired inhabitants along the highway enjoyed a special performance given by Bunny and Willie.

WALTON DE PELLATON.

Hughey & Gentsch (Motorized)

Pleasure, Miss. Week ended May 18. Weather, good. Business, excellent. Good time was made on trip here with a little tire trouble. Shows opened Monday night to their biggest crowd and best spenders of the season. All did capacity business, but the writer's pop corn didn't even gross his privilege for the week. Saturday closed with capacity business on all shows, rides and concessions. Slim Moore took off his grocery store for the

week. Mrs. Billy Hisco was on the sick list for a few days, being down with a high fever. Harry Hoffman and wife, Jerry Jean, and Herbert Allen and wife, Peggy, left here. Guy Odum is back with it. He was with Slim Moore for the week, but is now working for Mrs. Brown on diggers, replacing her brother, Ira, who was called home because of the death of their father. Messrs. Gentsch and Hushey made several business trips during the stand. W. W. Gilbert visited. Friday and Saturday ended well.

Pleasantville, Miss. Week ended May 11. Business, fair. Weather, fair. Move from Bogalusa, La., was made without trouble and shows opened Monday to fair business, which did not hold up thruout the week. General Agent J. A. Gentsch was away on business. Several trips were made to New Orleans and Baton Rouge, La., by some of the folks on business. Sheriff Brock Seals and his deputies and Marshal Orr co-operated. Roy Magee visited, as did Mrs. Cunningham. Mrs. J. A. Gentsch went to Winona, Miss., to bring her children back to show after visiting with their grandparents there. Cicela Walker, Mrs. Gentsch's sister, returned for an indefinite vacation. HARRY (KEY CHECK) HISCO.

Billy Giroud (Motorized)

Ossining, N. Y. Week ended May 25. Location, Mary Immaculate lot, Auspices, SPOON. Business, fair. Weather, rain.

Altho rain prevailed thruout, not one night was lost, and shows, rides and concessions did some business. Few who came out stayed and spent. Oscar V. Babcock, with Loop of Death, is clicking. Buster Gordon joined with his cannon act and was well received. Jimmy Rand is doing the human bullet work and Buster is installing a mechanical fountain in the tank of his diving act. Gordon's twins, Tom and Jerry, are shows' mascots. Original Atenos, aerialists, also are clicking. Charlie Wulp left to join McLaughlin Shows and Tommy Carson went to join Max Gruberg's World's Famous Shows. Clarence Giroud bought a new semi-trailer for his lead gallery, of which Jack (Mack) Goldberg is in charge. Bill Muldoon, cookhouse operator, bought a new car. Miss America, with Chief Lakeside in charge, is top money maker of Al Ventres' three shows. His new Chinatown Show, with Clyde Woods on the front, also is proving popular. Mrs. Billy Giroud visited her mother at Leesport, during this stand. Henry Carrer is the shoe shine boy. Paul Soop joined with Venetian Swings. Pat Healy, Al Ventres' Athletic Show, is mall man and The Billboard agent.

SONIA GIROUD.

Silver State

Long Pine, Calif., May 21-26. Business, good. Weather, perfect.

Showfolk took one day off here to visit the Gilmore Bros.' Circus. Manager C. H. Alton chose the right time to play this spot, as 20th Century-Fox Studios had two companies working on location here and some 1,500 turned out for opening. Plenty of spending was done and date resulted in better business than that which shows chalked at two celebrations in Newhall and Yermo (Calif.). Tommy Williams' Ten-in-One rodeos, with Eve Perry's topped the midway, with Eve Perry's Old Show second. Uncle Bob Kinkadee's Death Valley Monsters and Tommy Williams' Dope Expose did big business. Tilt-a-Whirl topped rides, with Zeppelin, Aeroplanes, Merry-Go-Round and Loop-o-Plane running to capacity. Other rides got good results. Giggles Cardwell's duck wheel stand clicked. All stores and games reported their best week of the season so far. Shows are now heading into their regular territory. Reported by an executive of the shows.

Casey's All-Canadian (Motorized)

Brooklands, Fortage La Prairie and Norwood, Man. Week ended May 25. Business, good. Weather, warm.

With warm weather shows had good attendance and gross was par for these three dates. Altho the European situation seems to dampen the spirit at local spots, out-of-towners turned out well. John (Hamtramick) Andrews left here. Friday Renton was made a bus driver here. Karen Cuthbert signed with Doc Irwin's Headless Woman act, and Calgary Pete, Yodeling Cowboy, joined Irwin's Side Show. Ray Riley and Jack Jackson, operators of the new electric bingo, report they are still working on it and should have it in operation soon.

Percy La Belle has everything in good shape. Mrs. La Belle is tramping with Percy this year. Carl Cannell's fishpond is doing well, as is Johnnie Ellis and Friday Renton's Pitch-Till-You-Win. The writer's air guns are doing okay, as are George Gir and his monkeys. Bob Drysdale still on the rifle range. Frank Wagon's stink rack is getting its share. Val Jean and his Original World-Wide Review reports good business, as does Doc Irwin's House of Mysteries. Bonnie Haller's jingle board is clicking. Bill Haller and Alec Atcheson have the rolldown. Dave Cook has the highstriker. Marlon (Cuddies) Chinn's novelties are bringing in fair business. Others reporting good results are Joe (Pop) Carter, Hoopla, Stan Lucas and Jack Bespaliko, commissary and refreshment stand. Ferris Wheel, Merry-Go-Round and Aeroplanes rides are doing well.

FRANKIE MEYERS.

Mac's Caravan (Motorized)

Dixon, Mo. Week ended May 25. Location, uptown lot. Auspices, city council. Business, good. Weather, fair.

This looked like one of the best of the season thus far, until two nights were lost to cold and Saturday afternoon was rained out. Emery and Alabama Ball, cookhouse operators, framed a new cane rack and hoop-la here. Gene and Dwight Brockman are agents. City officials co-operated. Lorraine Chaney joined here as agent on one of her dad's ball games. Sid Snyder, local theater operator, co-operated, and on Friday night had the personnel as his guests. Al tendered him a vote of thanks. Another vet trouper residing and operating a cafe here is Tony Massa, formerly with Ringling circus. After the theater party Snyder and Massa had shows' staff as their guests at a party in Massa's cafe. Among those in attendance were Mr. and Mrs. Snyder, Mr. and Mrs. Massa, Mr. and Mrs. L. R. McNeese, Mr. and Mrs. Sid Emerson, Mrs. Lou Moore, Mr. Peg Stolz, Junior Snyder and the writer. Owner L. R. McNeese, Bobbie and Bernie Briggs and S. Emerson motored to Rolla, Mo., on a buying tour. J. P. MALONE.

Patrick's Greater (Motorized)

Leviston, Ida. Week ended May 25. Auspices, American Legion Post. Business, good. Weather, ideal. Ten-cent gas.

Date was the first red one of the season. Weather, excepting Friday night, was ideal. Engagement opened Monday night with a torch light procession, arranged by General Agent Shel Barrett, and led by four prize-winning drum majorettes from local high school, followed by Legion's bugle corp. Also in the parade were Capt. Van Der Wall's Lions and shows' sound truck. Gate that night was huge. Tuesday afternoon school children were guests of Stone's Food Stores. Tuesday night's gate was larger than Monday's. Public wedding in which Violet Fordyth, of Orofino, and Hugh Scott, Boise, were married, drew well. Ceremony was broadcast over Station KRIG. Promotion was also arranged by the General Agent Barrett, and followed 10 days of afternoon broadcasts from the station in conjunction with local merchants Committee, headed by C. E. Paris and Commander W. L. Teel. Wednesday night had up well, but rain hurt Friday attendance. Saturday drew capacity. Bud Frank Octopus, under management of Frank Hens, topped rides, with Ferris Wheel second. Lawrence LaLonde's Circus Side Show led shows, with Leo Karlinko's Athletic Show second. Glenn Smith, Merry-Go-Round foreman, left for St. Paul and W. H. (Nappy) Olsen visited briefly. Bob Clarke and Happy Lobb built a new bingo here. Mr. and Mrs. Frank Evans arrived in time to spend the week-end and resumed management of their diggers and ball games. Mayor and Mrs. Ray Johnson of Clarkston, Wash., visited, as did Mr. and Mrs. B. Kennedy, Floyd Naive and family. Bob Taylor, Bob Ketchum and William Dee, magician with the Sunkist Vanities Show. Lawrence LaLonde missed his first tear down in years because of illness, but is recovered and back on the job.

DON (LEFTY) GLENDON.

ELGIN & WALTHAM—Second-Hand Watches as low as . . . \$1.85
DIAMOND RINGS—Solid Cold Mountings as low as . . . \$2.40

Sent for Descriptive Circular
H. SPARBER & CO.
106 North 7th St., St. Louis, Mo.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



Springfield Midway?

IF THE Eastern States Exposition turns to collective amusements, it will mark the first midway for the Springfield event. Two ideas have been advanced. One is a permanent midway along lines of Toronto's Proleland, directed by Patry Conklin. This would also have Conklin as impresario. The other suggestion is for a traveling unit, with Max Linderman's World of Mirth Shows linked up with this idea. To take Springfield, Linderman would have to pass up a good money date in the Allentown (Pa.) Fair. This doesn't seem likely. Moreover, the show would have to move from the Bay State city to the Virginia State Fair at Richmond, a fairly long jump which may injure chances of a Monday opening.

We queried Milton Danziger, the expo's assistant general manager, and he responded as follows: "At this time there is nothing definite about the matter. We were merely seeking the information for certain members of our executive committee who have a slight leaning toward midway shows. The matter has not come formally before the executive board for a 'yes' or 'no' decision. Discussions on this subject may have been heightened during the last year or so because of the fact that we have been improving an adjoining 40-acre tract of ground which we own. It is called the 'Island' which is a misnomer now because it is directly connected to the main part of the ground by 'fills.' The island was used last year as an auxiliary auto park. As far as I know this is the complete story up to this time of writing."

The girl show comes to the fore again as a constant headache. In an Eastern city about a week ago the midway proprietor and about two dozen personnel were fined or given sentences or both. Incidentally, the sentences and fines were too stiff, in the opinion of this corner, because they didn't fit the type of offense involved. Operator of the girl item wasn't satisfied with the attraction as such. He put himself in the well-known pocket by working the well-known blow-off. As a result of this, plus some fancy stuff in the game line, an outfit which looked particularly promising on the 1940 horizon sustained a setback from which it will be difficult to recover. Question: Is the average girl show worth the stigma it puts on the business?

It is very interesting to learn that a certain medium-sized carnival advertises itself as "composed of ladies and gentlemen who are high school and college graduates" and having "a monopoly of the world's greatest attractions." Frank V. Baldwin Jr. forwards the suggestion that instead of a memorial being put up for "Colonel" Linard Jones, the money be sent to the deceased lad's playmates for a Christmas dinner and presents at the Elks' home for crippled kids in Umatilla, Fla. The "Colonel" was

a terrific circus fan. This suggestion strikes us as practical. About \$148 is on hand. Baldwin would like the fund to reach at least \$200. Harbaker's Providence (R. I.) circus at Narragansett race track looks like the real red one of the season. The bill reads like a Ringling show. There's a house giveaway among other promotions. Mack Kassow will have the Side Show. . . . Seen on the Ringling lot at Newark: Charlie Basse, Ray Tucker, Clem Schmitz, Babe Stollen and Frank Miller, a one-day fugitive from the World's Fair. . . . Congrats to Frank Mayer on a swell Cole Bros. Circus printed program. . . . Circus Pan Marilyn Watson sings the praises of Junit's Circus band. Attendance at the World's Fair on Decoration Day definitely establishes the expo as a big 1940 puller when the weather is right. And the folks are visiting the midway in greater proportions than last year.

Hartmann's Broadcast

WHEN we recall the strange deaths of Cliff Jewell and George E. Haverstick, the widely known concessioners, we cannot help thinking of the finger printing used by the Amusement Corp. of America on its four shows—Royal American, Beckmann & Gerety, Hennies Bros. and Rubin & Cherry. We say the reason we believe this system has considerable effect in eliminating undesirables—a class that discredits the carnival profession—from those shows.

Cliff Jewell, it will be remembered, was found dead in his automobile parked a few feet from a main highway near Americus, Ga., on the night of November 19, 1938, when he was with West's World's Wonder Shows. He had been shot with a .38 caliber pistol. One shot entered the left side of his head, plowed thru his brain and came out on the right side. The other entered the left side of his body, passed thru his heart and came out under his right arm. The ignition key of his machine and a flashlight borrowed from a service station were gone, as was also a large sum of money he was reputed to have had on his person. The sheriff of Spitzer County, in which Americus is located, still believes that Jewell was killed by a friend or a trusted acquaintance. The case has not been dropped, but the solution to the mystery has been blocked thru certain carnival people, believed to know something of the case, refusing to talk or "turn copper."

George E. Haverstick was found dead on a street in Macon at midnight around the first part of April last. He was murdered and robbed, according to a coroner's jury, but the prosecuting attorney said he was convinced that death was accidental. W. E. Franks, of Franks' Greater Shows, with which Haverstick was connected, insisted, however, that Haverstick was killed by someone in show business for the reason that no one on the outside knew he carried large sums of money; his cash, money belt, watch, purse and gun were all missing when his body was found.

About 3,000 employees on the ACA shows are finger printed. A complete record of each person is maintained both in the office wagon of each unit and in the Chicago office of the corporation. Included in the record is even information about the individual's other special abilities that can be used to good advantage when promotions for better positions are in order.

A finger-print card is issued to each employee. It contains his picture, his signature, prints of two fingers and data concerning his permanent home and nature of his present work. The card is placed in a celluloid container for protection.

Identification is primarily the reason for the card, but it is also used to check employees on show trains and thru fairgrounds gates.

The fact that finger printing is required in itself has the effect of keeping undesirables away and making for a higher type personnel. If any undesirables do undergo finger printing and there should occur mysterious deaths as those of Jewell and Haverstick, there at least will be possibilities of aid in solving the mysteries.

PATERSON, N. J., newspapers are supposed to be tough for carnival publicity, but not for Dick Collins, judg-

ing by a big batch of clippings about the Art Lewis Shows received from him. The show played two towns covered by the Paterson papers—Hawthorne, May 6-11, and Haledon, May 18-18—and in exactly 13 days (May 6 to 18) Dick obtained, by actual count by us, 285 inches of stories and art therein.

The Paterson papers consist of The Paterson Evening News, The Paterson Morning Call and The Paterson Sunday Eagle. In The News and The Call the publicity amounted to 255 inches, the remaining 10 inches having been obtained in The Sunday Eagle of May 12.

And it must be borne in mind that two weeks in separate towns are, as a rule, better than the same period in one spot, or practically one spot, Hawthorne and Haledon being only three miles apart.

All of which speaks well for Dick's standing with the Paterson papers, but still more important, the type of stories ground out by him.

Notes From the Crossroads

By NAT GREEN

AL BUTLER, Ringling advance agent, was in Chicago last week setting the stage for the R-B show's July engagement on the lake front. All informa- tion that he has contracted with Dr. L. W. Snow, manager of Michigan State Fair, to present his Holyland show at the fair this year. Show played to 158,000 people at the Detroit fair in 1938. This year Governor Dickinson will open the show.

Dr. A. Douglas Nelles, noted 23-year-old amateur ice skater of Ottawa, Ont., Can., turned professional last week and has signed a contract with the Skating Artists' Agency here. Nelles will do comedy in Arthur Wirtz's 1941 edition of the Hollywood Ice Revue, starring Sonja Henie. Billy Burke, manager of the revue and vice-president of the Chicago Stadium, had a special sheet of ice laid at the Stadium in order to see Nelles' work, and expressed himself as astounded at Nelles' skill and dexterity. . . . Tex Sherman, rodeo publicity man and Beach Romances columnist, in from the West Coast, where he has been located for some time. . . . J. C. McCaffery took a busman's holiday on Memorial Day and with Phil Shapiro and Sunny Bernet, of Globe Poster Co., visited several carnivals in Central Illinois.

Our little paragraph in the May 18 issue about puppet shows on carnivals has evoked a lot of interest and brought many letters expressing varying opinions. Vern Silvershield, of the press bureau at Sonoma County Fair, Santa Rosa, Calif., writes: "Your lead paragraph in the May 18 issue, asking whether carnival owners have tried puppet shows, intrigues me. While we all know the expo on Treasure Island is going overboard for Sallee's Puppets, we also know that Foley & Burk Combined Shows, playing top fairs and the great Salinas Rodeo, tried Hollywood Puppets, a clever show on the musical revue idea, using puppets with heads of famous Hollywood movie and radio stars two years ago; and they, including the puppets, lost their shirts. Not because the show was not good, nor well framed, but because the midway crowd just didn't go for wooden-headed Eddie Cantors and Bing Crosby. This show was particularly good in that records of the living stars' voices were used—and still they couldn't sell it." David Lano, fifth generation of a

MARKS SHOWS, INC. WANTS

For Bridgeport, Ohio, Week June 10 to 15 and Balance of Season Legitimate Concessions of all kinds. Write or wire by Western Union. MARKS SHOWS, INC., Charleston, W. Va., This Week.

V. F. W. MARDI GRAS

TROY, N. Y., JUNE 10 TO 15

Laureate Lot in the Heart of Troy—Only Celebration This Season. Want Custard, Palmistry, Rat Game, legitimate Concessions of all kinds. Address KING REID, General Delivery, Troy, N. Y.

Alamo Exposition Shows

CAN PLACE PENNY ARCADE, ALSO SNAKE SHOW. HAVE COMPLETE FRANCHISE TO SNAKE SHOW. WANT LEGITIMATE CONCESSIONS OF ALL KINDS. We play Belle Fouché, S. D., July 4th Celebration, on the Streets, Pueblo, Slacks Fair, Pueblo, Colo., Cheyenne Frontier Days Celebration, Cheyenne, Wyo.; 10 other Fairs and Celebrations to follow. All Address JACK RUBACK, Mar., Canon City, Colo. (Rodeo), this week; Fort Morgan, Colo. (Legion Celebration), week of June 10.

Pryor's All-State Shows

WANT

Chairman at once. Low percentage. Have new top and banners for Girl Show. Want legitimate Concessions. Playing all celebrations and fairs. Alliance, O., this week; Stratton, O., Fireman's Celebration; Spencer, W. Va., 8th of July. All proven money spots. Can also get more Free All. Concessions and fair secretaries wanting clean show, get in touch with me. Have a few open dates. All addresses: JACOB PRYOR, Alliance, Ohio

ACTS WANTED

Polly Jenkins & Frank Stanley

OUTDOOR UNIT

Acts state all first class. Millbillies with Newsletter, write. June 22-23, Fairgrounds, Kutztown, Pa. June 29-30, Fairgrounds, Whiting Point, N. Y. July 6-8, Fairgrounds, Bath, N. Y. July 7, Fairgrounds, Hemlock, N. Y., and 10 Fairs to follow. Have some time open for Fairs and Celebrations. Salary or percentage. Address POLLY JENKINS & FLOWBOYS, Elm, N. Y.

RIDES WANTED FIREMEN'S CELEBRATION

JUNE 26-29, 1940.

WALTER STREAMS, Sec. Marion Center Fire Co., Marion Center, Pa.

famous Italian family of puppeteers, writes an extremely interesting letter which is too long to quote here in full. "This season," says Lano, "I contacted several carnival managers but none was willing to assist financially in rebuilding for this sort of work. Puppets are rather peculiar little creatures. They must be kept dry and also guarded during the closed hours, as the inducement to the ordinary observer is to want to handle them. It requires so little to mess up the controls that a special folding stage, trailer type, that may be locked is needed, and the puppets must be protected from the elements by having the portable stage rain and leak proof. . . . A puppet outfit can be operated at low cost, and the carnival manager who will spend enough to properly equip an outfit and is smart enough to realize the immense publicity value can materially boost the quality of his entertainment."

Max Goodman and Sam Gluskin GHI visitors. . . . Charlie Goss, East St. Louis Chev dealer, in for a day to visit the Royal American Shows. . . . Don Rockwood, Waterville (Me.) collector of circuziana, sends a clipping showing an interesting circus mural painted by Ernest Sawtelle (wonder if he's related to Sig). Painting, which is about 18 feet long, won first prize in a contest held by the Vesper George School of Art. It will be placed in the Wellesley gallery of Theodore Shaw for one year, when another contest will be held. . . . Mrs. Sam Solomon, in Chi for a brief visit, lunching with Mrs. Edward A. Hook, Bernard Mendelson back from a trip to the New York World's Fair.

CAN PLACE

Custard, \$20.00 per week; Snow Cones, \$15.00. All Stock Concessions, \$15.00. Come on. Mr. Carmel, Ill., June 3rd to 8th; Vincennes, Ind., June 10th to 15th; Clinton, Ind., June 17th to 22nd.

Great Suffon Shows

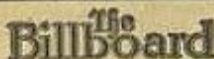
DROME RIDERS WANTED

Gentlemen and Ladies, Trick and Straight Riders. George Murray, Red Summerfield, Mickey Donahue, Chuck Thomas, Henry and Vivian Iris, answer.

JOHNNY BRENSON

Rubin & Cherry Exposition This week Dubuque, Iowa

WHEN BAND LEADERS PICK TUNES... THIS IS WHAT THEY DO!



The Billboard "TRIPLE CHECK" summary of tunes is an extremely interesting box score for the week. I read it carefully.

BENNY GOODMAN

"TRIPLE CHECK" ON

I want to tell you The Billboard's Box Score down at about music best sellers is probably one of the most important numbers, especially when making money from one part of the country to another.



HIMMY DORSEY

RADIO, SHEET-MUSIC, RECORDS



I look forward each week to The Billboard "TRIPLE CHECK" feature on popular tunes to guide me in my selection of tunes for my arrangements, recordings and radio programs.

GRAY GORDON

WILL TRIPLE YOUR "TAKE"



Have been following with interest your "TRIPLE CHECK" on the Song Hit Parade each week. Congratulations on the service you are rendering the music and orchestra world with this new feature. It is really an innovation in the musical merchandising field.

PAUL WHITEMAN

ROUTES

(Continued from page 24)

Roberts, Ed (Club 15) Phila. 24.
Rocker, Eddie (Palumbo's) Phila. no.
Holanda & Verdita (Vine Garden) Chi. no.
Bollingers Trio (Bagamore) Rochester, N. Y. h.
Ronald & Roberts (Royal Hawaiian) San Francisco, no.
Rooney, Pat (Diamond Horseshoe) NYC, no.
Koslan & Deville (Ambassador) NYC, h.
Rouss, Paul (Rainbow Room) NYC, no.
Rose, Alvin (Hurricane) NYC, no.
Roth, Joe (Lake Merritt) Oakland, Calif., h.
Roth-Verdon Jittersburg (Hi Hat) Chi. no.
Rovya, Rosita (White Way Casino) World's NYC.
Rudolph, Theresa (Chicago) Chi. t.
Rugel, Yvette (Sawdust Trail) NYC, no.
Russel, Bob (Walton) Phila. h.

S

St. Clair, Silvia (Le Roban Bisc) NYC, no.
St. Clair, June (Hi Hat) Chi. no.
St. Clair & Day (Capital) Washington, D.C. t.
Salinas, Carlos (Hi Chien) NYC, no.
Sanborn, Fred (Chicago) Chi. t.
Sanoff, Vera (Barvoort) NYC, h.
Scott, Margaret (Hi-Hat) NYC, h.
Seymour, Dan (Hi Hat) Chi. no.
Sharon, Olive (Kelly's) Cincinnati, no.
Sharon, Nita (Ace Attractions) Chi.
Shaver, Buster, Olive & George (Walton) Phila. h.
Shaw, Diana (Primrose) Newport, Ky, no.
Shaw, Wini (Diamond Horseshoe) NYC, no.
Sheridan, Nora (Gay 90's) NYC, no.
Sherman, Jack & Jerry (Kelly's) Cincinnati, no.
Shields, Ella (Sawdust Trail) NYC, no.
Shirner Twina (Bowers) Detroit, no.
Shore, Willie (Hi Hat) Chi. no.
Shroyton (Rocky) NYC, t.
Sichel, Bob, Trio (Beverly Hills) Newport, Ky, no.

Sidways, Four (Earle) Washington, D. C., t.
Siefried (Winter Wonderland) World's Fair, NYC.
Silvio & Melba (Havana-Madrid) NYC, no.
Simon, Hank (Show Box) Seattle, no.
Sinnall Sisters (Oriental) Chi. t.
Sims & Hanna (Sawdust) Phila. h.
Snell, Kar (Hi Hat) NYC, h.
Sorin, David (Hi Hat) NYC, no.
Spencer & Foreman (Cocanut Grove) Boston, no.

Standish, Helen (Park Central) NYC, h.
Stanley, Irene (Le Poisonier) NYC, re.
Stone, Gary (Palmer House) Chi. h.
Sturbridge, Ann (Hi Hat) Chi. no.
Swann, Russell (Park Plaza) St. Louis, h.
Swingaroos, The (Beverly Hills) Newport, Ky, no.

T

Talia (Bertolotti's) NYC, no.
Tamara (Oliviera) Post Lee, N. J., no.
Taylor, Johnny (Dixie) NYC, no.
Taylor & Allen (Blackhawk) Chi. no.
Terry, Jack (Blue Lantern) Detroit, no.
Thompson, Rosella (Cotton) NYC, no.
Thao & Yoo (Cotton) NYC, no.
Tondrop & Lopez (Leon & Eddie's) NYC, no.
Top Hatters (Astor) NYC, h.
Torres & Moya (Havana-Madrid) NYC, no.
Torres, Magalia & Louis (East 1) Phila. no.
Trickler, Alfred (New Yorker) NYC, h.
Trisic (State) NYC, t.
Tryon Sisters (Villa Moderne) Chi. no.
Tufts, Sonny (20th Century) Phila. no.

V

Vance, Jerry (Leon & Eddie's) NYC, no.
Vandier, Fern (Wonder Bar) Cincinnati, no.
Vanhan, Virginia (Cocanut Grove) Boston, no.
Vaughn, Nancy (Barney Galiant's) NYC, no.
Vaughn, George (Hi Hat) NYC, no.
Venezia, Consuetta (Caravan) NYC, no.
Vera, Joe (Congress) Chi. h.
Verano, Evelyn & Jimmy (La Martinique) NYC, no.
Vincenzo, Romeo (Hurricane) NYC, no.
Vino, Billy (Butler's Tavern) NYC, no.

W

Wade, Bill & Betty (Book-Cadillac) Detroit, h.
Wagner, Tex (Show Boat Club) South Bend, Ind., no.
Waldron, Jack (Brown Derby) NYC, no.

WALTER DARE WAHL

Billy Rose's Aquacade

Golden Gate International Exposition, San Francisco, Calif.

Wallace, Babe (Southland) Boston, no.
Walsh, Mary Jane (Hurricane) NYC, no.
Walton & O'Rourke (Strands) NYC, t.
Wanda & Collins (Hi Hat) NYC, no.
Ware, Dick (Baka Show Bar) Detroit, no.
Warner, Jack & Jill (Harry's New Yorker) Chi. no.
Watson, Eunice (Steve's) NYC, no.
Welch, Roberta (Mayflower) Akron, h.
Welch, Murray (Le Marquette) NYC, no.
Wentz, Edna-Police (Bergere) San Francisco.
Wenzel, Ray (Pauze) Peoria, Ill., no.
White, Eddie (Colosmo's) Chi. no.
White, Lawrence (Ambassador) NYC, h.
White, Paul (Hollywood) Jacksonville, Fla., h.
Wicks, Gus (Gay 90's) NYC, no.
Wild, Bobby (Cocanut Grove) Boston, no.
Wilkins, Dorothy (New Yorker) NYC, no.
Wills, West & McInty (Paladium) London, no.
Winter Sisters (Latin Quarters) Boston, no.
Winstor, Ruth (Caravan) NYC, no.
Wood, Harry (Pauze) NYC, t.
Woodall, Harold (Weylin) NYC, h.
Woods, Tom (Chateau Moderne) NYC, no.
Woods & Gray (Chas Maurice) Montreal, Q.P., no.
Woods, Barbara (St. Regis) NYC, h.
Woodstock, Four (Jefferson) St. Louis, h.
Wright Jr., Oshina (Chas Pare) Chi. no.

Y

Yost, Ben, New Yorker (Rocky) NYC, t.
Yost, Ben, New Yorker (White Guards) (Villa Moderne) Chi. no.
Youngman, Henry (Hi Hat) Phila. no.

Z

Zoska (Earle) Washington, D. C., t.

REPERTOIRE-TENT SHOWS

Glimman, Frank R. Co.; Metamora, O., 3-8; Sylvania 10-15.
Kirby Show: New Ross, Ind., 3-8.
McNally's Variety Show: Nagansoch, N. Y., 3-8.
Miller, Al (Hi Hat) NYC, 3-2.
Tilton Outhrie Players: Stratford, Ia.

MISCELLANEOUS

Burro Ball: Laurel, Md., 5; Texas 6; Glasgow, Del., 7.
By-Cash Co.; Barton, Md., 3-6.
California Coudens, Carnival of Fun: W. Chesapeake, N. H., 5; Greenville 6; Westport 7.
Campbell Bros. & Stevard Circus (painting): Farmington, Mich., 5; Detroit 7; St. Thomas, Ont., Can. 15; Joseph 15.
Coronado Entrada Pageant: Clovis, N. M., 5-8; Pampa, Tex., 13-15.
Harlan Med. Shows: Wadsworth, O., 3-8.
International Congress of Oddities: Villa Grove, Ill., 3-9; Centralia 10-15.
Lucy, Thos. Elmore: Winslow, Ark., 7-8; Needham, Kan., 10; Burlington 11; Council Grove 12; Ottawa 13; Valley Falls 14; Kansas City 15.
Ricket's Dogs: Union Springs, Ala., 3-15.
Wright's Dogs: Ware, Mass., 3-9.

CARNIVAL

(Shows are far current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Canon City, Colo.; Ft. Morgan 12-15.
All-American Expo.: Fairfield, Ia.
American United: Colburn, Mont., 3-7.
America's Favourite: Erie, Pa., 10-15.
Anderson-Grader: Great Bend, Kan.
Arrowhead: Hibbing, Minn.; Ely 10-15.
Bach, O. J., Carriage, N. Y.
Bantley's All-American: New Castle, Pa.
Barfield's Cosmo-politan: Hazard, Ky.
Barker: Marshall, Ill.
Barkot Bros.: Defiance, O.
Basinet: Virginia, Pa.
Baysinger, Al: Vinton, Ia.
Beams Aitrs.: Berlin, Pa.
Beckmann-Gerrey: Toledo, O.
Bee, F. H.: Winchester, Ky.; Georgetown 10-15.
Blue Ridge: Dresden, Tenn.
Boris: Flat River, Mo.
Boswell, Fred O.: Sophia, Va.
Bremer's Tri-State: Eagle Grove, Ia.
Brook-Farmers: Barlow, Ga.
Buck, O. C.: New Britain, Conn.
Buckeye State: Donphan, Mo.
Bullock Am. Co.: Lebanon, Va.
Burdick's: All-Texas: Barlow, Ga.
Burke, Frank: La Junta, Colo.
Byers Bros.: Creston, Ia.
Cassy, E. J.: All-Canadian: Beausjour, Calm., 4-4; Morden, 6-8; Lyle Farm 10; Gladstone 11; Pilot Mound 13; Minnedosa 14-15.
Central States: Phillipsburg, Kan.
Ostin & Wilson: Mt. Airy, N. C.; Erie 10-15.
Clark's Greater: Westwood, Calif.
Clark's Greater: Grayville, Ill.
Clyde's United: Phillipsburg, Pa.; Carvenville 10-15.
Colman Bros.: Hartford, Conn.
Colley, J. J.: Nowata, Okla.
Columbia: Gardiner, Mo.; Westbrook 10-15.
Condon: Kirkland Lake, Ont., Can.
Convention: Waukesha, N. Y.; Allegany, 10-15.
Cotton State: Salyersville, Ky.
Crowley United: Loveland, Colo.; Rawlins, Wyo., 10-15.
Crown Expo.: Morganton, N. C.; Bristol, Va., 10-15.
Cumberland Valley: Murfreesboro, Tenn.
Cunningham's Expo.: Shady-side, O.
Curt, W. S.: New York, O.
Davis & Farrot: Stephens City, Va.
De Luxe Am.: Ware, Mass.
Dixie Belle: Horse Cave, Ky.
Douglas Greater: Everett, Wash.; Tacoma 10-15.
Dudley, D. S.: Quanah, Tex.; Wheeler 10-15.
Dyer's Greater: Pennimora, Wis.
Edwards, J. R.: Shelby, O.; Mansfield 10-15.
Elk Valley: Salyersville, Tenn.
Eman: (City Stadium) Wauwaton, Wis.; Kenosha 10-15.
Empire: Ocala, Tex.; (Fair) Rock Springs 11-13.
Eudy Bros' Shows: Amsterdam, N. Y.
Eudy Bros. Expo.: Burlington, N. J.
Evangeline: Bunkie, La.
Ewell Am. Co.: Minden, Ia., 6-8; Manilla 12-12.
Fairy & Little: Post Dodge, Ia., 3-6.
Elder United: Mt. Pleasant, Mich.
Fernald Mad Cady: Albany, Ga.
Fitz, Don: El Dorado, Kan.; Arkansas City 10-15.
Fisk Greater: Madison, Minn.; Fergus Falls 10-15.
Fisher: Prestonburg, Ky.
Fuzzell United: Muscatine, Ia.; Ottumwa 10-15.
Gibbs, W. A.: Washington, Kan.; Wellington 10-15.
Gold Medal: Oshkosh, Wis.
Golden State: Modesto, Calif.; King City 10-15.
Golden West: Henning, Miss.; Deer River 10-15.
Goodman Wonder: Davenport, Ia.
Great Lakes Expo.: Danville, Ill.
Great Bright Way: Waynesburg, Pa.; South Fork 10-15.
Great Sutton: Mt. Carmel, Ill.; Vincennes, Ind., 12-15.
Greater Expo.: Calumet City, Ill.
Greater United: Verona, Wis.
Greater World Famous: Kingston, N. Y.; Middletown 10-15.
Hames, Bill: Waco, Tex., 5-15.
Happy Attr.: Marysville, O.; Quincy 10-15.
Harlow: Ann Arbor, Mich., 3-9; Wyandotte 10-15.
Harris: Elwood, Ind.
Hartsock Bros.: Colchester, Ill.
Heller's Academy: New York, N. Y.
Hendles Bros.: Rock Island, Ill.
Hidderbrand's United: Palo Alto, Calif., 3-9; Pittsburg 11-16.
Hoffner, Wm. Am. Co.: Polo, Ill.; Ottawa 12-16.
Honest Bert: Lowden, Ia.
Horton United: Gilman, Ill.; Mornence 10-15.
Hottel, Bud: Du Quoin, Ill.; Clinton 10-15.

WANT-WANT-WANT

Independent Shows, Rides, Concessions for FIREMEN'S JUNE FESTIVAL AND HOME COMING WEEK HINTON, WEST VIRGINIA Shows 20%. Concessions reasonable rates. Would like to book Radio-Place and Tilt-a-Whirl. Address all mail to Celebration Headquarters.

WANT J. F. SPARKS SHOWS

For Balance of Season Lynch, Ky., June 10-15 Best Spot in Coalfield, First in Motordrome. Manager for Sideline; complete outfit furnished. Ill. Snaker, Monkey Shows; American Palmbury, Holograph Foreman, Sell X Contact, Ball Games, Cigarette Gallery, Legitimate Circulation secret. Music, Dancers. Following people write or visit: Thurston Apple, Harry Harris, Mrs. Helen Moore. Address replies to J. F. SPARKS, Pikeville, Ky.

WANT GENERAL AGENT

With Car. Must know Iowa and Missouri territory. Also want Manager with Acts for Ten-in-One.

AL BAYSINGER SHOWS

Vinton, Iowa. HUGHEY & GENTSCH SHOWS Want Shows with or without outfit. Want organized Colored Minstrel Show. We have outfit. Largest good territory for Minstrel. Want one more major ride. Concessions: Want Cook House, Photo, High Sticker, Bowling Alley, Slime Schodde, Cigarette Gallery, Snaker and Snow Cones. Address: PASCAGOULA, MISS., THIS WEEK

WANT CAPABLE GRIDDLE MAN AND WAITERS FOR NIGHT CLUB FAIRS ALTON PIERSON GOLD MEDAL SHOWS, OSHKOSH, WIS.

WANT SHOWS AND CONCESSIONS. Can also place Kiddie Rides. For Business and Professional Men's Celebration on the Main Street, Clinton, Ill.

WANT JOHN R. WARD SHOWS

Want Ferris Wheel Foreman and Second Man. Kiddie Ride Foreman, Second Man. Must be strictly sober and drive permit. Job at once. Want experienced Dancers for Girl Shows; Peddlers and Minstrels. Minstrel Show. Also place Concessions Long same. Dyersburg, Tenn., Contest carried this week; Cairo, Ill., week June 10.

MOSE SMITH

Wire no. Can place you. Answered your other telegram. Address: E. H. BUNTING TILLEY SHOWS. KEWANEE, ILL.

AT LIBERTY

Chair Place, Ball Game and Pop Corn. Give details in first letter. Number of Rides now have. Shorter show. sponsored by Hinton, Lodge of Elks, West Virginia. Write or visit WILLIE LEWIS, care of Marks Shows, Inc., week of June 8rd at Charleston, West Va., downtown location.

COLUMBIA SHOWS

All Concessions and Shows selling now will save choice locations at Hinton, Mo., July 4th Celebration, sponsored by Hinton, Lodge of Elks, West Virginia. Write or visit WILLIE LEWIS, care of Marks Shows, Inc., week of June 8rd at Charleston, West Va., downtown location.

WANT INSURANCE

Wanted: Charles A. Lenz "Showman's Insurance Man" A736 Insurance Exchange. CHICAGO

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 10-15.
 Legasse Am. Co., No. 1: Lynn, Mass.
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 Latlip: Madison, W. Va.
 Lawrence: Modern: Brookhannon, W. Va.:
 Mountville 10-15.
 Lewis, Art.: New London, Conn.: Pawtucket,
 R. I., 10-15.
 McKee, John: Horton, Kan.
 McLaughlin, P. S.: Claremont, N. H.
 McMahon: Nebraska City, Neb.
 McPherson United: Oil City, Pa.
 M. & M.: Claremont, N. H.; Barre, Vt., 10-15.
 Maple Empire: Indiana, Ia.; Denton 10-15.
 Marks: Charleston, W. Va.; Wheeling (Bridge-
 port location) 10-15.
 Matson, Karl: Batavia, N. Y.; Mt. Morris
 10-15.
 Midwest: Dodge, N. D., 7-9; McLaughlin, S. D.,
 11-15.
 Mighty Monarch: Switchback, W. Va.
 Miller Bros.: South Amboy, N. J.
 Miller, Ralph H., Am.: Shreveport, La.:
 Springfield 10-15.
 Modern: Midway: Harwood Mines, Pa.:
 Philadelphia, N. J., 10-15.
 Motor City: Escora, Mich.; Lansing 10-15.
 Nall, C. W.: Hope, Ark.
 Ohio Valley: Lepel, Ind.
 Oques, Am.: Heber Springs, Ark.; Batesville
 10-15.
 Page, J. J., Expo.: Middleboro, Ky.
 Pan-American: Conservaville, Ind.
 Parker: Mt. Vernon, Mo.
 Patriotic Greater: Union, Ore., 4-9; Baker
 10-15.
 Pearson: Rantoul, Ill.; Paxton 10-15.
 Penn State: New Bedford, Pa.
 Penn Premier: Danville, Pa.
 Pioneer: Black River, N. Y.
 Pells' World's Fair: Woodryme, N. J.; Ches-
 ter, Pa., 10-15.
 Prof's All-State: Alliance, O.
 Rainbow Am. Co.: New London, Mo.
 Reading's: Tompkinsville, Ky.; Burkeville 10-
 15.
 Red King: Mechanville, N. Y.
 Reynolds & Wells: Iowa City, Ia.
 Rogers & Powell: Portageville, Mo.
 Rogers Greater: Mayfield, Ky.; Paducah
 10-15.

Royal American: Milwaukee, Wis.
 Rubin & Cherry Expo.: Dubuque, Ia.
 Hattie Pe: Hobart, Okla.
 S. S. Bowling Green, Ky.; Elizabeth-
 town 10-15.
 Shugart, Doc: Morris, Okla.
 Siebrand Bros.: Butte, Mont.
 Silver State: Tuscarora, Nev.
 Sims Greater: Joliet, Ill., Kan.
 Six, J. Harry: Pulaski, Va.
 Skerbeck: Park Falls, Wis.
 Smith Bros.: Spita, Okla.
 Smith's Greater Atlantic: Middleburg, Va.
 Snapp Greater: Beloit, Wis.
 Sol's Liberty: Eriington, Ill.
 Southland: Eriington, Ill.
 Southern Atlas: Newington, Ga.
 Southern Midway: Bayle, Ga.
 Sparks, J. F.: Pikeville, Ky.; Lynch 10-15.
 Spontani, P. J.: Eartville, Ill.; Plano 10-15.
 Star Am. Co.: Pocomoke, Ark.
 State Fair: (Rupert Stadium) Kansas City,
 Mo., 3-9; (Independence & Hardisty sta.)
 Kansas City 10-15.
 Stephens Bros.: Lamoni, Ia.
 Strates, James E.: Utica, N. Y.
 Sunset Am. Co.: Chilothe, Mo.; Brookfield
 10-15.
 Tassell, Barney, No. 1: Culpeper, Va.; Ger-
 donville 10-15.
 Tassell, Barney, No. 2: Aberdeen, Md.; Ber-
 yon 10-15.
 Texas Expo.: Centralia, Ill.
 Texas Kiosk: Decatur, Tex.
 Thompson Bros.: Am. Co.; Lorane Boro,
 Johnston, Pa.; Portage 10-15.
 Tidwell's Modern Midway: (Pioneer Days)
 Clovis, N. M.; (Pleasant Pampa, Tex., 10-15;
 Tiller: Kewanee, Ill.
 Traver: Kingston, N. Y.
 United Am. Co.: Madison, Ind.
 Wade, W. G.: Pontiac, Mich.
 Wallace Bros.: Whitesburg, Ky.
 Wallace Bros. of Canada: Hamilton, Ont.,
 Can.; Norwalk, Conn., 10-15.
 Ward, John H.: Dyersburg, Tenn.; Castro, Ill.,
 10-15.
 West, M. E.: Niles, Mich.; Allegan 10-15.
 West Bros.: Sioux City, Ia.
 West Coast Am. Co. (Fair): Livermore, Calif.,
 4-9; (Excelsior Dist. Fair) San Francisco
 11-15.
 West, W. E., Motorized: Bloomfield, Ia.
 West's World's Wonder: Villa Grove, Ill.
 Williams, Ben: West Warwick, R. I.
 Wilson: Watseka, Ill.
 World of Fun: Mulien, W. Va.
 World of Mirth: Plainfield, N. J.
 World of Pleasure: Elkhart, Ind.; Kalamazoo,
 Mich., 10-15.
 World's Fair Shows & Coe Bros.: Circus:
 Grants Pass, Ore.; Springfield 10-15.
 Wyse Greater: Madrid, Ia.
 Zeschel Bros.: Kittanning, Pa.; Titusville
 10-15.
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WANT LEGITIMATE CONCESSIONS. NO WHEELS OR COUPONS.

Hoop-La, Push You Win, Fish Pond, Dart Game, Long and Short Range Galleries, Soccer, Guess Your Age and Weight or any other legitimate Concessions. Can place capable Manager for Athletic Show. Have complete outfit, 27x34 top, ring and paneled front. Griddle Man wanted. Sober, drive truck, Capt. Stewart, wire. Can place Moorooms. Have 20x40 top and paneled front for capable showman. Shorty Bevans, wire. Address all communications to

ROSS MANNING, Bus. Mgr.
 Week June 3rd-8th, Claremont, N. H.; week June 10th-15th, Barre, Vt.

WORLD OF PLEASURE SHOWS
 ELKHART, IND., JUNE 3-8

Can place legitimate Concessions that work for 10c. Want Motor Dreams, Fat Show, Platform, Wild West, Unborn (Geo. Beardsley, writer), attractive Girls for high-class Posing Show. Salary out of office. Sailor Harris wants Grinders, Ticket Sellers and Inside Working Acts for newly framed Side Show. Hermeda, wire. Also outstanding Attractions and Freaks. Colleen McCormick wants Girls for Underworld Show. Tommy Bickle, can place you. All address: ELKHART, IND., THIS WEEK.

GREATER UNITED SHOWS

Will furnish complete Outfit for Girl Revue, Side Show or Minstrel Shows or any other non-conflicting Attraction. Want Octopus and Rolloplane. Opening for Cookhouse, Cigarette Gallery, Hoopla, American Palmist, Dart Gallery, Custard and Candy Floss. Foreman for Tiltawhirl and Mixup. Have fifteen Fairs and Celebrations. Out until December 1 and early opening. Wire J. GEORGE LOOS, week June 4, Vernon, Texas.

LATLIP SHOWS WANT

Kiddie Ride, Shows with or without own outfit, Platform Show, Inside Lecturer for Side Show with Mental Act. Want Half and Half. Man with Kiddie Ride and Devil Child Show, wire at once. CONCESSIONS: Want Penny Arcade, Photo, Load Gallery, Custard or any other Stock Concession. Will buy High Striker. Our route includes two of the best celebrations in the state. Mines working full time. Address:

PETE JONES, MADISON, WEST VIRGINIA.

HELLER'S ACME SHOWS, INC.

Want Concessions of all kinds except Cook House, Pop Corn and Shooting Gallery. Want Corn Game. Can furnish complete outfit for Plantation Show, Geek Show or Jungle Show. Want Talkers. Will book Rolloplane or Octopus. All address:

HARRY HELLER, Rahway, N. J., week of June 3 to June 8.

Legion Powwow, Georgetown, Ky., Week June 10

Followed by 3 other celebrations, then our 16 fairs start July 8th at Vanceburg, Ky. Yes, we play the big one at Harrodsburg, Ky. A real money-getting route for Stock Concessions and Shows. All our celebrations are first in town. Address:

F. H. BEE SHOWS, INC.
 WINCHESTER, KY., THIS WEEK

WANT MAGIC EMPIRE SHOWS WANT

Can place for four big street celebrations, including Indianola, Iowa, on streets this week. First show in 12 years, with "eleventh annual Pioneer" Celebration on Main Street, Potosi, Iowa, next week. Concessions all open front Bigger, Cookhouse and Digger. Will sell exclusive on (outdoor) American Palmistry, Long Range Galleries and others not conflicting. WANT A-1 COOKHOUSE MAN TO TAKE OVER NEW OFFER COOKHOUSE: CURTIS EDWARDS, ANSWER, Will catered. Help for Showers and Tilt-A-Whirl. Want Shows with own equipment. WANT OCTOPUS, ROLL-O-PLANE, LOOP-O-PLANE, MIX-UP. Speedy Klappa wants Dream Riders. Want Acts for Side Show, capable Man to take over Athletic Show, have complete franchise. COMMITTEES AND FAIR SECRETARIES, COME AND TALK US OVER OR GET IN TOUCH WITH US. HAVE FEW OPEN DATES IOWA, MINNESOTA, SOUTH DAKOTA AND THE SOUTH FOR OCTOBER AND ARMISTICE WEEK. All address:

A. SPHEERIS, MOH., MAGIC EMPIRE SHOWS, INDIANOLA, IOWA

HOLLYWOOD CHOCOLATES

Double Layer Ass. Chocolates, Individually Cupped, Ass. Nests Star Boxes, Cello Wrapped.

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SOUTH AMERICAN, JAPANESE, BABY GOLDEN, Etc., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, Etc.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Prior List of Popcorn Supplies.

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 EAST ST. LOUIS, ILL.

HARRY KAHN WANTS

AGENTS FOR ROLLDOWNS.

Address: Care Bantly's All American Shows, New Castle, Pa.

WANT FOR NUMBER TWO SHOW

Two Flat Shows, Concessions that don't conflict also occasional Free Act. This week, Aberdeen, Md., week June 10th, Harrodsburg, Ky. Want for No. 1, Harrodsburg, Ky., Free Dept. Celebration, week June 17th, Fredericktown, Va. (1st Meet of Term). Wire, write **BARNEY TASSELL, Mgr., Aberdeen, Md.**

BARNEY TASSELL UNIT SHOWS, INC.
 P.O. Box 100, Aberdeen, Md.

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WHITE SHOE POLISH, Individually Bored, Gross	3.60
MEN'S HOBBIERY, First Quality, 10 Dozen Pair	6.00
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Our Newest Process enables you to make delicious high-grade Potato Chips. An Italian hit. We supply extensive equipment and instructions including business-building plans. No previous experience necessary. Groceries, restaurants, taverns, markets do the retailing for you. Profits large—commensurate. Start this money-making business in your neighborhood on a small scale of cash. Credit terms. Send name today for FREE Potato Chip Business Book. LOND KAKINS CO., 614-B High St., Springfield, O.

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No. 1—5 to a Box, Cellulophane	\$2.60
1,000 Blades	3.75
No. 2—Famous "Champion" Blade, 5 to box, Cellulophane, 1,000 Blades	6.25
No. 3—Famous De Luxe "Heavy Duty" Blade, 5 to box, Cellulophane, 1,000 Blades	6.25

Orders for 100 Blades or more gladly filled upon full payment plus postage. Deposit on C. O. D. Orders. (Bl. profs.) Samples Prepaid 50c. SINGER BLADE CO., 501 Broadway, New York

CROWLEY'S UNITED SHOWS

CAN PLACE ORGANIZED MINSTREL SHOW WITH BAND AND ORCHESTRA. Geo. Hartle and Jack Dryer, answer. HAVE OUTFITS FOR WILD WEST AND UNBORN SHOWS. CAN PLACE POPCORN, CUSTARD, CANDY APPLES OR ANY 10c CONCESSIONS WORKING FOR STOCK. Address: 1014 E. 12th St., Chicago, Ill. week; Rawlins, Wyo., next week.

WANTED FOR LEGION CARNIVAL

MAYWOOD, ILL., JULY 10TH TO 28TH. Photo Gallery, Country Store, High Sulfur, Candy Flies, Soda Machine, No Fortune, Tellers, H. T. SMITH, 403 N. 5th Ave., Maywood, Ill. Telephone 1190-W

CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chain-Plane, Kiddie Ride, 12 Booths (new canvas), 5x14, including Blings, Ball Games, Refreshment Stand, Wheelie Riders, Equipment, Decorations. Will set up, take down and haul. Carnival Wheels, Games, Concessions, Free Acts. SHAW & YEAGER, 1824 Chestnut St., Philadelphia, Pa. Ph: LOc-1124

OLD HOME WEEK JUNE 10-15, PORTAGE, PA.

Want Legitimate Concessions and Shows. Write THOMPSON BROS. 'AM. CO. Lorain Boro Till June 8

FREE GATE PARADES ANNUAL FIREMEN'S CELEBRATION

LEICESTER, N. Y., JUNE 10 TO 15, INC. Want Concessions and Shows of all kinds. Shows with own outfits. Want Ferris Wheel. Other Rides booked. Write CONCESSION MANAGER

BYERS BROTHERS' SHOWS

Unit No. 2

Opening La Plata, Mo., June 24th. First show in seven years. 12 bona fide Fairs and Celebrations in Iowa and Missouri to follow. Then south in the Cotton Country until November 15th. WANT Cook House, Fish Pond, String Joint, Pitch-Till-You-Win, Scales, Ball Games, Penny Pitch, Pop Corn, Photo Mill, Custard, Cork Gallery, American Palmist and other legitimate Concessions. SHOWS: Will furnish frame-up for capable Girl Show People. Will book Athletic, Mechanical, Monkey or any worth-while attractions with own frame-up. Also Penny Arcade. Want Foreman for new 1940 Model Tilt-a-Whirl, also Foreman for Loop. Second Men for Tilt and Wheel. Ride Help—Must be able to drive Semi. Address: JIMMY BYERS, LENOX, IOWA

4TH ANNUAL TOBACCO FESTIVAL

PRINCETON, KY., AUGUST 29 THRU SEPTEMBER 2

Western Kentucky's Biggest Attraction Wants Free Acts and Carnival Rides.

Also interested in High Class Acrobatic or Stunt Show.

Write THOS. J. SIMMONS, President, Tobacco Festival Corp., Princeton, Kentucky.

SHORTS

(Continued from page 49)
for Albuquerque (N. M.) Coronado Cuarto Centennial Celebration on May 29, reported Bill Colvert, publicity director.

FREE acts and Pine Tree State Shows have been booked for six-day annual Old Home Week and Fair in Hiram, Mo., under sponsorship of American Legion Post, reported Secretary Albert F. Ward. Special program is being arranged for Old Home Day.

BOB PRESTON, who spent four weeks in Birmingham handling publicity for 10th annual National Air Carnival on June 1 and 2 under sponsorship of the local Aero Club, reported the crew will stage a three-day show in Denver. It was Preston's sixth year at Birmingham. Prospects for air shows are better than ever, he said.

AN ORDINANCE affecting the tract on East 10th street, Indianapolis, on part of which the annual Mardi Gras has been held for some years, was unanimously passed by city council on May 20. Albert Netterburg, owner of the land, requested passage of the ordinance to zone for business purposes part of the frontage on East 10th street for future development, and he said the tract is in no way affected except that business houses may now be placed on the East 10th street frontage.

PALACE United Shows, thru Agent H. W. (Bill) Lambert, were signed to play fifth annual six-day New Berlin (Ill.) Homecoming, reported Chairman Jess W. Carter.

HAPPYLAND OPENER

(Continued from page 41)
the same period in 1939. A 10-cent gate prevailed.

Committee turned out in force and co-operated. Monday night was cool and showers early that night kept attendance down. Tuesday was fair and saw an increase in attendance. Shows are featuring Bob Fisher's Fearless Flyers as the free attraction, and unit includes Bob Fisher, Frances and Maxine Fisher, Buster Higgenbotham, Peggy Shepard and Mike Koculik. Act was well received here. Shows carry nine rides, three shows, Funhouse, Penny Arcade and 20 concessions.

Roster

Staff has John F. Reid and William G. Duinas, owners-managers; V. L. Dickey, superintendent; R. J. Quick, electrician; Carl Nowacki, assistant; Harvey (Dad) Locke, boss canvasman; Eddie Hart, scenic artist; Walter Rutkowski, night watchman. Rides: Merry-Go-Round, Martin Delaney, foreman; William Gerard and Raymond Kittle, Tilt-a-Whirl, Otto Hughes, foreman; Lyman Hooker and Thomas Fitzgerald, Ferris Wheels, Charles Roberts, foreman; Mitchell Kosinski and Joseph Dahl Jr. Ride-O, Arthur Messer, foreman; Jerome LaBlanc and Orville Smart, Kiddie Autos, Buck Allsup, foreman; Kiddie Airplanes, V. L. Dickey, owner; Robert Mills, foreman; Octopus, Ray Tahash, owner; Donald Pidd, foreman; Robert Crane, Rollo-plane, Victor Ferguson, owner-manager; Funhouse, Clayton Young, manager; Gerald Bolton and James Stafford. Shows: World's Fair Oddities, Mickey Mansion, manager; Tickets, Charles Dalgren and Bob Sealey; Bert Morey, clown and magic; Mrs. Bert Morey, Illusions; Congo, Ubangi fire tortures; Doc G. W. J.

White and Zelda, mentalists; Professor Katz, blade box; Irene Henley, chamber of horrors and electrical act; Professor Nilson, sword swallower; Panama Slim, human art gallery; Kuma, iron eyelids; Don Carlos and Co., impalement act and whip crackers; Jo Jona, pygmy; Thelma Dee, Imp of the sea; Hi-Lo, image of stone; Liddio, queen of swords; Sonta, headless girl; Aileen, annex attraction; Bobbie Barrow, emcee.

Forbidden Adventures, Capt. Red Hankin and Capt. Jack O'Brien, managers, featuring Jack O'Brien, Old Man of the Mountains, Madrid, Eddie Miller, owner-manager; Dorothea Hager, producer-fan dancer; Carmen De Alverez, hula dancer; Rayella Lee, Bill Norman and Ruth Wade, chorus; James R. Hager, tickets, and Victor Barrow, boss canvasman. Penny Arcade, Jack Watson, owner-manager. Concessions: Ray Tahash, cookhouse; Frank Allen, corn game; Eddie Miller, frozen custard, candy floss and pitch-till-you-win; Harry Boyles, photo gallery, fishpond, two ball games and scales; Bernie Mattson, gallery; Victor Ferguson, ball game, hard striker and penny pitch; Frank Stevinski, duckpond, balloons and string game; M. Anthony, hoop-la; George Stavros, pop corn; Edward Marks, jewelry.

F&L IN ILLINOIS

(Continued from page 41)

and Lady Ethel, French married midgets; Gladia, frog girl; Lionel Shepard, lion boy; Paul Bejano, mechanical man; Harmona Rea, annex; Van, tattooed man; Frank Williams and Howard Lundgren, tickets; Jack Frost and Albert Helton, cooks; Ernest C. Becker, truck driver.

Hula Hula Girls, Arthur and Hazel Martin, operators; Hazel Laird, featured dancer; Wanda Parnell, Betty Panger, Rex Bard, dancers; Dick Davis and Jack Weatherman, tickets; Al Green, Glenn Lofink and Pete Hunter, musicians. Look, illusion revue, Roy K. Chapman, manager; Bonnie M. Chapman, treasurer; Roy K. Chapman Jr., inside lecturer; McClain Highlanders, Scotch bagpipe band; Kroy, magician; Shanda and Co., mentalists; Shaker, escape artist; William Taylor, pistol expert; Hazel Meyers, blade box; Jaqueline Spain and Evelyn Sawyers, Illusionists; J. W. Jacques and Lee Spain, talkers; Andre Frederick and Gene Davis, tickets; Molly Bailey, cook. Sean-Dolls, Connie (Baby Kid) Austin, producer; Boo La Von, featured; Billie Britt, Billie Cook, Betty Lager, Kay Patterson and Ruby Outshall, chorus; Walter Hale and George Outshall, managers; Don Cooke, treasurer. Expose, Walter Hale, producer; Murray Leonard, talker; Terry Hart, Leona Drake, Prudence Vincent, Lolita Kemble, Raymond Norris, Vernon Kaemmerer, Thomas Wellborn, M. F. Campbell, Eddie Roberts, Edward Warner and Steve Fickman, Thespians. Wild Bill's Death Riders, free act; Wild Bill's Death Riders, Lucky Jacks, Blye, girl driver; Ralph (Crash) English, stunter; Kid White, engineer; George Coldfield, mechanic; P. W. Johnson, sound car; D. E. Hollerhand and Joe (Speedy) Barnes, drivers; L. C. Bailey, publicity.

Concessions

Mr. and Mrs. Jay Barton, Lawrence Helzer, Bobbie McKee, Frank Kennedy, Mary Uhlman, Mrs. Audrey Shaw, Jane and Frank Fleming, Viola Parly, Joe Hammond, Edith Kelly, Jo Anne Wilson, Mr. and Mrs. Jim Taylor, Mr. and Mrs. H. B. Merrill, Orville Martin, Mr. and Mrs. Fred Brady, Mr. and Mrs. Leonard Setels, Walter Vasofski, John Lorman, Woodie Gathier, George Cunningham, Bill Spelford, Edward Moss, Joe Shaugnessy, William Brice, Bill Robinson, Eddie Hayes, Walter Pearl, L. C. Pettit, Katherine Bennett, Margert Van Horn, H. Wortham, Frank Stein, Glenn Smith, Joe Selly, Red Hellar, Earl Gold, Charles Setz, Midge Goutley, Ray Schrack, Joe Patterson, Joe Williams, Walter Beckman and James Wilson.

Ride operators are Mr. and Mrs. Buster Shannon, John Nilson, Frank Lamb, Mrs. M. R. Wortham, J. B. Spencer, R. Thomas, Mrs. James Dunleavy, Pete Freeman, Al Dodds, Robert Sheridan, A. M. Youngblood, Melvin Little, Charles Fiorance, D. Wilson, T. Thompson, Mrs. Mae White, Buster Montgomery, Terry Tompison, Mrs. Philip Nathan, D. Zander, Mrs. Marie Zander, L. Chapman, Dick Davis, C. Winters, George White, Mary Childs, Theodore Hilderbrand, Myrtle Steinhilber, Ned Edward and Charles Lambert, Walter Ledwin, Marie Jones, Ross Van Horn and P. Obayley.

Staff, besides Messrs. Parly and Little, includes Philip Nathans, treasurer; Walter Hale, press agent; George Shaw, concession manager; Joseph Diodo, transportation superintendent, and L. O.

WANTED To Lease or Contract

FERRIS WHEEL, MERRY-GO-ROUND, KID-RIDE, OCTOPUS OR TILT-A-WHIRL to play long route of Homecomings, Street Celebrations, Picnics and Class B Fairs in Michigan and Indiana. Season starts July 4—Booked solid until Oct. 30. MIGHT BE INTERESTED TO CONTRACT WITH SMALL CARNIVAL WITHOUT CONCESSIONS. Address: BOX 200, care The Billboard, Arcade Bldg., St. Louis, Mo.

W. E. WEST

MOTORIZED CARNIVAL

Want Side Show with or without own equipment. Will book any Shows not conflicting: Mechanical, Unborn or others. Also need Flat Ride. Can place good Flat Ride. Season starts July 4. Want experienced Ride Help. No limits to wire or come. Pay your own, I pay mine. Bloomfield, Iowa, this week.

WANT For

LAPEL FREE STREET FAIR

Held on Main Streets, June 17-22. Clean Shows and legitimate Concessions. No Girl Shows, Cracker Jack, Tally Gandy and Bingo sold, a choice open. Thousands of Entertainment Enterprises of Indianapolis have Rides, Shows and Concessions. Yes, you're Free St. Fair to follow. Write or wire CLIFF THOMAS, 2447 E. Washington St., Indianapolis, Ind.

CONCESSIONS WANTED

JUNE 10-29, INC.

GREAT AMBLER FAIR

Ambler, Pa. Cookhouse, Film, Candy Apples, Ball Games, Pitch-Till-Win, a choice open. Thousands of Entertainment Enterprises of Indianapolis have Rides, Shows and Concessions. Yes, you're Free St. Fair to follow. Write or wire CLIFF THOMAS, 2447 E. Washington St., Indianapolis, Ind.

BORTZ SHOWS

Want on account of disappointment, small Cook House, Concessions that work for Stock, Ride for all Rides. Must be truck drivers. Have few open dates in August. Cook House, Concession, \$25.00; take out in tickets. Want Ferris Wheel Foreman. Must be first class. Fias River, Mo., June 3 to 8

FUZZELL'S UNITED SHOWS

Want capable well-fitted Photo Gallery, also Candy Flies, Snow Cones, Candy Apples, Juice and Grab. No Ex. Agents for Coupon Stores, Buckets, Ball Games, Etc. SHOWS WANTING GOOD ROUTE. Fun House, Drive Show, 75¢. M. J. Fuzzell, Concession Mgr., Muscatine, Iowa, this week; Grinnell, Iowa (First Show in 7 years), next week.

PEARSON SHOWS

WANT CONCESSIONS

Rantoul, Ill., June 3-8. Paxton, Ill., June 10-15.

DROME RIDERS WANTED

Experienced, also Girl Auto Driver assist Marjorie Kemp's Riding Lion Act. Wire, write WALTER KEMP, Royal American Shows, Milwaukee, Wis., till June 9, then Moorhead, Minn.

Ernie and Agnes Polk

WIRE VIA WESTERN UNION IMMEDIATELY

MRS. L. E. ROTH

MUNCIE, IND.

WANTED

Bowling Alley, Dick or Fish Pond, Cigarette Smoking Gallery, Long Range Gallery, Hoopla, Melior Jane Palmistry open now. Address:

MIKE ZEIGLER

Hotel Miller, 33rd & Chestnut, Philadelphia, Pa. Ph.: Baring 3100

WANTED

HIGH CLASS CONCESSIONS

JULY 3 AND 4

8th ANNUAL CELEBRATION

ROACHDALE, IND., LIONS' CLUB

GALEN S. IRWIN, Secy.

WANTED

Experienced Long Range Shooting Gallery Operator, also to act as Chief of Long team, Permanent location, Best of treatment. State experience, and salary expected. No boozers or chasers wanted. BOX 5, JACKSONVILLE BEACH, FLA.

WANT

Independent Shows that are willing to work to make money. Good territory, good treatment. Must be reliable. 25¢ per show. No cash through season. High Striker, Ice Cream, Cotton Candy, Custard, other Light open. Agents, Ride Help wanted. Wire for info—Concessions, Shows, Etc., Chicago—Plan Wire, write Funhouse, Wisconsin.

DYER'S GREATER SHOWS.

Hutchinson, lot superintendent. Melvin Little is The Billboard agent and mail man.

Hopkinsville Gives Scott Good Weather and Business

HOPKINSVILLE, Ky., June 1.—Favored with good weather, Scott Bros. Show closed a week's stand here on May 26 to good results under local police department auspices. Good crowds were on hand and much spending prevailed. Police Chief R. H. King and committee co-operated.

Illis Winton, Red Dougherty and Bob Baltham visited from Shelbyville, Tenn. A. C. Scott is visiting Mildred Davis at Mobile, Ala., and Charles Scott is recuperating from a severe illness. Mrs. Scott added a bumper concession and Mrs. Pauline Drill returned from a visit to her mother in Madison, Fla. Mrs. B. T. Scott, wife Turner Scott, is recovering from an operation in Orange Hospital, Orlando, Fla.

CAMDEN AIRPORT

(Continued from page 3)
possibilities the airport might be converted into either a horse-racing track or a year-round amusement park.

At Weber's Hof Brau, largest night club development adjoining the airport, proprietor John Weber said the patronage that has been developed in the past few years is expected to be retained, airport or no airport. Future of the field affects at least a dozen other after-dark spots in the immediate vicinity. Conversion into a race track or amusement park would mean a considerable boom for the area.

FINAL CURTAIN

(Continued from page 28)
in 1902 at the Vaudeville Theater, London, by Seymour Hicks. Among her other early works were *The Locomotive Boy*, *Mr. Sheridan*, *The Knave of Hearts* and *Henry of Lencaster*. She also did some collaborating with Frederick Lonsdale, Kai Kushrow Ardasher, Cyrus Wood, Leyla Georgie, Jesse Lasky and Walter Armitage. Some of her works to reach Broadway were *Ladies of Creation*, *Experience Unnecessary*, *Nona* and *25 on Hour*. Her last play, *Tonight We Descend*, was produced in Chicago last winter. She had been writing for pictures since 1929 and authored *Mistic is Magic*, *The Mystery of Edwin Drood* and *Daughter of Shanghai*.

Marriages

ALLEN-FAUMAN—Gurston Sidney Allen, one of the owners of the Casino Theater, Toronto, Ont., and Laya Hannah Fauman, nonpro, May 28.

BAURAC-MATHEWS—Dan E. Baurac and Connie Mathews, performers with Henry L. Brunk's Comedians, rep show, in the First Methodist Church, Bowie, Tex., May 17.

BLANKINSHIP-HADDIX—Ray Blankinship, in charge of the office on Crowley's United Shows, and Nola Mae Haddix, of Paris, Tex., recently in Las Vegas, N. M. 8.

CANNADY-GREEN—Barney P. Cannady, formerly with the Robbins Bros. Circus Side Show, and Weaver Green, nonpro of Lake Worth, Fla., May 23 at Jacksonville, Fla.

EMERY-BEARMAN—Charley Emery, associated with the Warner Theater, Wilmington, Del., and Mary Ruth Bearman, nonpro, May 23 in Wilmington.

FLYNN-ELFBORG—Charles Flynn, radio actor, currently playing the role of Michael in *Schooler's Children*, and Ruth Elfborg, nonpro, June 8 in Chicago. Flynn is the son of Bess Flynn, prominent radio writer and character actress.

GOLDSTEIN-ROSENBERG—Leonard Goldstein, nonpro, and Norma Rosenberg, daughter of the Philadelphia singer and actors' representative, in that May 28.

LENGER-ROSE—Milton Lenger, Brooklyn music store operator, and Lila Rose, singer at Evergreen Casino, near Philadelphia, May 19 in Philadelphia.

REDDY-DUNN—John Francis Reddy Jr., Ringling-Barnum counsel, and Eileen Ayrach Dunn, daughter of William P. Dunn, vice-president and director of the Ringling-Barnum Corp., at Our Lady of the Valley Church, Orange, N. J., June 1.

ROACH-HUNT—Hal Roach Jr., film producer, and Mrs. Alva (Dolly) Brewer Hunt, in Yuma, Ariz., last week.

TREACHER-TAYLOR—Arthur Treacher, film actor, and Virginia Taylor, in Las Vegas, Nev., May 23.

Coming Marriages

Cassius Smith, manager of the Northwest Theater, Detroit, and Arlene Poebles, formerly of the Cleveland Group Theater, in Detroit in the fall.

Paul E. Field, Detroit radio and theatrical producer, and Ruth Margaret Weidmeyer, known professionally as Anne Andre, dramatic and radio actress, June 12 in Detroit.

Al Avayou, Atlantic City musician, and Adelaide Hooban, nonpro, in Atlantic City soon.

Maurice Abrama, Philadelphia radio singer, and Doris Schwartz, nonpro, in Philadelphia soon.

Carl Whyte, pianist with the Skippy LaMore Tent Show, and Dorothy Reed, dancer, soon.

John Moorman, radio production man, and Joan Tetzl, radio performer, June 21.

Robert L. Henderson, nonpro, and Mary Fuller, actress, soon.

Philip Spalding, nonpro, and Joan Towner, national senior singles figure skating champion, July 13 in Honolulu.

Births

A 6-pound son to Mr. and Mrs. Sol Gelman in Philadelphia May 17. Father is a singer at Station KYW, Philadelphia, known professionally as Roger Williams.

A daughter to Ben and Pearl Hoff, of New Art Toy Co., New York, May 22.

A daughter, Maribel Yerxa, to Mr. and Mrs. Guy Owen, April 25 in Winchester, Mass. Parents are figure skating stars.

A son to Mr. and Mrs. Sydney Abrams at St. Luke's Hospital, Philadelphia, May 22. Mother is a sister of Roger Kortland, orchestra leader.

A son, James Bernard, to Mr. and Mrs. Leo Trainer in Allentown, Pa., May 10. Father is manager of the Rialto Theater, Allentown.

An 8½-pound daughter to Mr. and Mrs. Clem Horton at Jewish Hospital, Philadelphia, May 24. Father is leader of the band at La Casa Ballroom, Philadelphia.

A daughter, Karen Ruth, to Mr. and Mrs. Leroy Millard in Winsted (Conn.) Hospital May 3. Mother is the daughter of the late Dolly and Floyd Nelson, of the Flying Ploids, and father is general manager of the Adams-Woodruff Estates, Colebrook, Conn.

A seven-pound son to Mr. and Mrs. Ed Gardner May 16 in Augusta, Ga. Father is a well-known unit show manager and producer.

PRELL'S WORLD'S FAIR SHOWS, INC. WANTS

For the entire season, consisting of 14 bona-fide Fairs and Celebrations, starting early in August

SILO DROME Trick or Straight Riders. Top salaries paid out of office.

C. JACK SHAFER, Mgr. of Side Show, wants Freaks, Novelty Acts, Talkers and Grinders. Fats Lorraine, get in touch with me. Top salaries paid out of office. Like to hear from a good Mental Act.

CHARLES TASHGY wants Girls for Posing Show and Dancers for French Casino.

WANT Illusion Show, Midget Show, Mechanical Show or any money-getting Shows. Will furnish outfits for same.

WANT Help in all departments.

WANT Grind Store Concessions, such as String Games, Buckets, Scales, American Palmistry, Cotton Candy, Snowballs, Country Store, Nail Game, Ray Game. John Wintermuth, get in touch with me. Diggers, Bob Parker or James, write.

HAVE FOR SALE—Automatic Photograph Machine, cheap. Have complete Monkey Speedway for sale, formerly operated by C. Jack Shafer.

ALL ADDRESS S. E. PRELL, Woodlynne, N. J., this week; West Chester, Pa., week June 10.
P. J. Finnerty, Bus. Mgr.

FRED C. BOSWELL SHOWS

BIG 4TH—America's Favorite Carnival—BIG 4TH

Want Shows to join at once with own outfit and transportation, 20% in office until fairs. Want two daily 4th Shows, 60-80. Have Firmen's Festival and Homecoming Week, Hinton, W. Va., June 13-22 billed like a circus but 4th date in conflict. Want Stock Concessions except Cookhouse and Bingo. No grill. Good opening for Costard, Arcade, Long Horse Gallery, Candy Floss; pricing reasonable. S. H. Dewey wants Griddle Man and Walker. Want 7th-9th, 10th-12th, 13th-15th, Octopus, factory Kiddle Rides; own transportation; 25%. Want sensational 7700 Act to feature. Capt. Dan Rider, Cecil Harris, G. S. Eagleson, Cecil Price, G. C. Mitchell, come on. All addresses:
FRED C. BOSWELL, MGR., SOPHIA, W. VA., THIS WEEK

SCOTT BROS.' SHOWS WANT

Kiddle Auto Ride, Octopus or Ride-O, Grind Shows, live Four Ride, Man to take charge Animal Show, Bass Player for Minaret, Rotors and Weathers, Ride Help, Truck Drivers, Agents for Bumper and Ball Games, Bowling Green, Ky., this week; Elizabethtown, Ky., week June 10. P.S.: Reasonable privileges for Stock Concessions.

SOUTH FORK, PA., OLD HOME WEEK

Parades, etc. Week June 10th. Friendsville, Md., Women's Convention, week June 17th, and all attractions, concessions and fair balance of week. Want Shows not conflicting with Wheel, Plane and Kiddle Autos. D. W. Leslie and Nolan Mould, answer. Shows with or without outfit. Davidson and Sam Swain, answer. Concessions of all kinds: Fish Pond, Bowling Alley, Starting Game; Hoes, Harem and Grocery Wheeler Show, 8420a, Palmtree, Chateau, Circus Rack, Candy Floss, Hoopla, Nail Joint, Six Cats, Rat Hunt, Roll Down, Darts, Penny Arcade, White, Wink

GREAT BRIGHT WAY SHOWS

WAYNESBURG, PA., THIS WEEK

A 4½-pound daughter to Mr. and Mrs. Bernard Wilder May 23 at Beth Moses Hospital, Brooklyn. Father is a member of Warner Bros.' New York home office department.

A 7½-pound son, Robert Jr., to Mr. and Mrs. Robert Hanner in Ohio Valley General Hospital, McKees Rocks, Pa., recently. Father is with Travers' Chautauque Shows, and the mother is the former Dolores Darney, dancer.

A son, William S., to Mr. and Mrs. Bill Arms at Methodist Hospital, Fort Worth, Tex., May 23. Arms is announcer at Station KOGO, Fort Worth.

An 8½-pound girl, Julie, to Mr. and Mrs. Thomas P. A'Hearn in Detroit May 24. Father is day news editor at Station WXYZ, Detroit.

A seven-pound daughter, Melanie, to Mr. and Mrs. John Matlock May 23 in Lutheran Hospital, New York. Mother is the former Ann Norman, of the Norman Sisters' vaudeville team.

Divorces

Florine McKinney, film actress, from Barry Trivers, scenarist, in Los Angeles April 26.

Greer Garson, British actress, from Edward Alec Abbott Snelson in Los Angeles May 8.

Vanale Cannady from Barney P. Cannady, late of the Robbins Bros. Circus Side Show, May 23 at Lakeland, Fla.

Ruth Clark, radio singer, from Clayton W. Riggs, saxophone player, in Los Angeles recently.

Priscilla Lane, film actress, from Orin W. Haglund, assistant film director, in San Bernardino, Calif., May 3.

Correction

In last week's issue in *The Final Curtain* it was erroneously stated in the obituary notice on Mrs. Celina Landry Du Bos that James H. Aitken, her son-in-law, was dead. Mr. Aitken is alive and residing at 205 Dodge avenue, New Orleans.

WORLD FAMOUS SHOWS

Wanted—Will buy or book Merry-Go-Round. Wanted—Manager for Circus Side Show. Have complete new frame-up. Wanted—Ten Girls for French Casino. Salary paid from the office. \$20.00 to \$25.00 a week. Must be good looking. No experience necessary. Wanted—Concessions of all kinds. Wholes and Grind Shows, Ball Games, Pop Corn, Peanuts and Candy Apple. Long Range Gallery and any other kind Concessions. Write **MAX GRUBER, Manager**, Kingston, N. Y., this week; Middletown, N. Y., next week.

CARNIVAL WANTED

ARP, TEXAS
JULY 4TH CELEBRATION
Auspices American Legion
Write at Once
OSCAR BIAL, Post Commander
Arp, Texas

SUNSET AMUSEMENT CO.

Have exhibits Pop Corn open. Can place Griddle Man, Shorty Dooce, wies. Shows with own settings. Concessions of all kinds. Hots, equipment, beer. Chilliasta, Ma., this week; Brookfield, next.

WANT

Two high-class Phone Men immediately on program and tickets for Shrine, Circuit, Address:

HARRY STEARNS

Kaluzah Shrine Circus Headquarters, Kaluzah Temple, Birmingham, N. Y.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION
For the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



Who Buys Outdoor Acts... and Why?

TWICE AS MUCH FOR YOUR MONEY

SUMMER SPECIAL READERS will have twice as much to read, twice as many services to consult.

SUMMER SPECIAL ADVERTISERS will have their messages placed before twice as many readers yet will pay no more than usual for advertising space.

THIS IMPORTANT ISSUE WILL BE MAILED MONDAY NIGHT, JUNE 24

Advertising copy requiring position in special departments must be in Cincinnati no later than Thursday, June 20

The Billboard

25 Opera Place, Cincinnati, Ohio

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Beverage Venders

The experienced operator can make a large income with few machines in this field.

In keeping with modern promotional methods, the week of May 12 to 18, 1940, was designated as National Bottled Carbonated Beverage Week by the carbonated beverage trade. This year, as never before, the subject of coin-operated beverage vending machines received attention in all plans for increasing the greater use of beverages of all kinds.

After years of experimenting and development of ideas a number of coin-operated machines for dispensing drinks and beverages have made their appearance on the market and will be promoted during the present year. Some lists show as many as 40 firms that have something to offer in the beverage vending machine field. Some of the firms are well known in industry and ample financing seems to be available for manufacturing and promotion.

The drink or beverage dispensing machines are not a new idea at all. As far back as 1931 I wrote an extended article on the developments in the field of drink vending machines, listing probably 10 machines that were then considered ready for the market. Mechanical, refrigeration and market problems developed and a lot of pioneering had to be done.

As a number of beverage or drink vending machines are now coming upon the market, it should be understood that a lot of progress has been made since 1931. Mechanical development in the vending machine industry itself has made such progress since 1931 that it can almost be called a new industry. Coin-operated machines for selling many standard products have become so well known today that they are definitely a part of the great distribution system in modern selling. This means that drink vending machines have ample precedent before them and the missionary work for the vending method has already been done. Public acceptance has already been assured; vending mechanisms have been perfected.

Refrigeration has made marvelous progress in the last 10 years also, so that what might have been a problem once is now a well-known service job. Cabinet design has also kept pace with all other lines of progress. The beverage vending machines now appearing on the market have all these advantages to draw upon so that high-grade machines are now a matter of course.

The products to be vended are all standard and the public has already been educated to use them. Coin-operated machines are now available to vend a varied line of liquids or drinks. The machines are generally divided into those for vending bottled goods and those for vending bulk drinks. There are machines for vending carbonated drinks either in bottles or in bulk. The bulk machines have carbonating mechanisms. There are machines for vending soft drinks of all kinds, citrus juices, milk, etc. Since refrigeration is used in machines for vending drinks they are generally classified as refrigerated venders and this line also includes machines for vending ice cream and frozen confection packaged goods.

There is really a substantial variety in the products to be vended by refrigerated machines and there is a lot of trade interest being shown in securing distribution of prod-

ucts thru vending machines. Florida citrus interests are known to be deeply interested in vending machines to dispense orange and other citrus juices. One of the most interesting drink venders recently shown was a machine that accepts the customer's coin, then slices the orange and presses the juice for the customer. Dairy trade associations are known to be interested in machines for vending milk and have even made arrangements for financing the establishment of routes.

All of these facts indicate an unusual interest in drink or beverage vending machines and also machines for selling frozen confections. The variety of machines on the market is certain to add to all this interest as the year goes on. Each machine has its own special points and it is not within the province of this article to discuss any particular machine. The success of mechanical vending has now been demonstrated amply enough to assure the purchaser that he can find good machines in which to invest.

There will be much interest in the sale and distribution of the machines themselves over the country. The firms making the machines are vitally interested in this part of the picture. The professional operators in the coin machine trade are also interested in the machines.

It is natural that the first steps in promoting and placing a new type of machine would call for men with ample financing. Operators with ample funds will thus be the first to take advantage of the new machines. The coin machine trade now has many operators with big investments in modern machines, business men who are ready to invest in new and high-grade machines as they appear on the market. Business men from other ranks will also be attracted by the drink venders and will bring new capital into the trade.

In a permanent use of vending machines to sell beverages, fruit juices, frozen confections, etc., due consideration must be given to the experienced operator who can successfully place 10, 20, 30 or so machines and maintain the route simply as a means of making a livelihood. Authorities in the beverage trade itself have recognized that many bottlers and others who presumably would rush to get the vending machines do not do so. The reason is that time and experience have proved the placing and servicing of vending machines to be a highly specialized business. There are a lot of trained men in the vending machine business who have learned its specialized nature thru years of experience. Any permanent program that seeks national coverage will do well to sell to these men. They have that stickability which will tide any new type of vending machine over the period of trial and into national acceptance as a means of selling more goods.

From the operating standpoint the high-grade drink vending machines offer the experienced operator a chance to make a good income on much fewer machines than would be true with ordinary vending machines. The experienced operator understands what a higher rate of income from fewer machines will mean to his future and he will welcome the idea. This field of mutual interests should help the beverage vending machines off to a good start in 1940.

BEVERAGE VENDING THE NEW FIELD FOR OPERATORS

A tested, proven 100% automatic bottle vender—Just drop a nickel! The KALVA does the rest—A cold, dry bottle in 2 seconds. Holds up to 300 bottles.



Let us tell you how to get started NOW in this NEW, PROFIT-ABLE Field with a minimum investment.

WRITE-WIRE

OR
MAIL COUPON TODAY

KALVA VENDERS, INC. Dept. BB
152 W. WALTON ST., CHICAGO, ILL.
Send me complete details regarding the new KALVA VENDER.

Name

Address

City State

110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS
Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion pictures, AC radios, electric organs, pin-ball games, etc.
Complete 300 Watt, 110 AC Light Plant—List \$ 97.00
Complete 500 Watt, 110 AC Light Plant—List \$ 150.00
350 Watt Kato Rotary Converter—List \$ 110.00
KATOLIGHTS, Mankato, Minnesota, U. S. A.

DO YOU SPEAK ESPERANTO?

That's the international language. For coin machine profits the international password is PHOTOMATIC . . . world's No. 1 legal, steady substantial moneymaker for 6 years!

INVESTIGATE

International Photocolor Reel Co., Inc.
44-01 11th St., Long Island City, New York

BARGAINS FROM DAVE MARION

- Columbia Star Disc Pay, G.A. Chk., Like New \$37.50
- Walters Base Ball De-Luxe Combs., F.P. . . . \$17.50
- Chubbie, F.P. . . . \$17.50
- Blal, White, Blue 17.50
- Yuletizer 12.50
- 10 Bingo 7.50
- 10 Q.T., Green. 24.50
- World Series 62.50
- Greenland Token 8.50
- Box Score, F.P. 19.50
- Challenger 15.00
- Target 6415 F. 10.00
- Gottlieb T. Grip 9.50
- 10c Q.T., Green 27.50
- Tally 7.50
- Old Ace Pension 4.50

New List Out, Many Bargains—Write, 1/3 Deposit Required—Bargains Every Week.
Write for Complete Bargain List, MARION COMPANY, Wichita, Kansas.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Atlas Offer On Daval Marvel

CHICAGO, June 1.—Morrie and Eddie Ginsberg, of the Atlas Novelty Co., Chicago, going further on guarantees than they ever before have, will now guarantee that Marvel's marvelous mechanism will be replaced for the operator where it shows any deterioration of natural wear for a period of two full years, they announce.

"This," says Morrie Ginsberg, "is the longest period of time that anyone has ever guaranteed a counter game. We know that Marvel's marvelous mechanism is the finest that has ever been produced in this industry. But we want the trade to know that, too. And we feel that the one and best way to tell such a story to the trade is to show the trade the guarantee that we will make on Marvel."

"For two full years we guarantee Marvel. Of course, if someone takes the machine off the counter and smashes it to the ground we can't guarantee that something won't be broken. But in the due process of natural wear which all mechanisms must receive and in the theory that there may be any deterioration of any parts during this two-year period we fully guarantee the Marvel."

"Carry-Over" RESERVE

Really gets 'em



KEENEY'S SCORE CHAMP

Works two ways. (1) Reserve score builds up from game to game to free game awarding point. Or (2) by making certain shots player can convert accumulated Reserve score to his individual total for that game in obtaining free game awards. They like it — and how!

6 WAYS TO WIN

"The operators' biggest 'breadwinner'"

J. H. KEENEY & CO., Inc.

"The House that Jack Built" • 2001 CALUMET, CHICAGO

ANTI-AIRCRAFT MACHINE GUN



MAKING MORE MONEY THAN EVER

Weekly earnings growing bigger and bigger, because EVERYBODY now wants to be an expert anti-aircraft gunner.

"ZOOMY" New Cabinet

makes game a "natural" for summer spots and vacation crowds. There's always a full cash box wherever you put it.

J. H. KEENEY & CO., Inc.
2001 CALUMET AVENUE, CHICAGO.

See your Keeney Distributor

WHEN YOU BUY **MARVEL** FROM *Electro-Ball* YOU CAN GET 50% OF YOUR PURCHASE PRICE BACK IN 90 DAYS

★ Clean up with "MARVEL" in 90 Days! We will gladly return 50% of your original purchase price to you in cash or trade-in value for other equipment at the end of 90 days if you want to turn in "MARVEL" to us at that time! YOU CAN'T LOSE! WIRE! PHONE! WRITE NOW!!



IT PAYS TO OPERATE **MARVEL** and *HOW* it pays!

\$275.00 For 10 BALL GUM MODEL, \$2.00 EXTRA Sample, \$32.50

RUSH YOUR ORDER QUICK!!

★ **ELECTRO-BALL COMPANY** ★
1200 CAMP STREET, DALLAS, TEX.
1706 FANNIN ST., HOUSTON, TEX. ★ 680 UNION ST., MEMPHIS, TENN.

- FOR SALE**
- FREE PLAY NOVELTY GAMES**
- 10 Rocky ... @ \$55.00
 - 4 Headliner @ 19.50
 - 6 ScoreCard @ 65.00
 - 4 Multi Free
 - Race ... @ 14.50
 - 4 Pick 'Em ... @ 20.00
 - 10 HomeRun ... @ 25.00
- AUTOMATIC GAMES**
- 2 Hel. Tip ... @ \$25.00
 - 4 Thirtedown ... @ \$30.00
- MISCELLANEOUS**
- 1 Banpa ... @ \$19.50
 - 1 Deer ... @ \$25.00
- 1/3 Deposit With Order, Balance C. O. D.
Under \$15.50 all cash.
MAGNOLIA AMUSEMENT COMPANY
2806 S. Main St., Houston, Texas
- Europeas ... \$34.50**
- Victory ... 25.00
 - Sold Cup, Console ... 35.50
 - Contact ... 17.50
 - Chewbac ... 17.50
- Spotlam ... \$17.50**
- Champion ... 25.00
 - Cowboy ... 30.00

Exhibit's Wings Hailed as Finest

CHICAGO, June 1.—"Wings, our newest game, is undoubtedly one of the finest we have ever made," declare officials of the Exhibit Supply Co., Chicago. "This game was tested on seven different locations in three widely separated sections of the country. All reports from these tests reveal this game has unusual earning power and like its immediate predecessor, Shortstop, has that easy-to-understand, fun-to-play action so popular with the public today.

"Furthermore, Wings," according to John Christ, sales manager, "is entirely new and different in design and action. Operators can use Wings as a two-way-to-win or a straight high-score game, thus making it suitable for use in all pin table territory.

"When operated as two-way-to-win game, players receive free plays for high score and the special award. The special award makes all bumpers and

Battles of the Headlines . . .

DETROIT, June 1.—Many newspapers have learned that it is not easy to write headlines which tell the real facts; others are guilty of purposely writing headlines that give a false impression. It happened in Detroit this week following the city council hearing on license bills.

"Council Delays Action on Pinball Games," said The Detroit News, May 29 issue. "Commissioner Eaman Bares Pinball Racket," said The Detroit Free Press, May 30.

The headline which said the council delayed action was true; the headline which referred to a pinball racket was misleading.

One councilman and certain reform leaders tried to convince the council of a pinball racket, but the council was only convinced to the extent of postponing action. Under questioning, Commissioner Eaman said that certain "prohibition racketeers" had entered or tried to enter the games business at various times. There had been racketeering methods at times also, he said. He also stated that the labor troubles in the coin machine business had been no worse than in other businesses.

But many people only read the headlines.

Powerhouse, New Genco Release

CHICAGO, June 1.—"Following on the sensational trail of our recent record money-makers, Blondie and Cadillac, is another Genco release, Powerhouse," announced Genco officials during the past week. "Out only a short time," they continued, "it has had time to bring in reports of remarkable collections. Collections so good that comment are hailing Powerhouse as the greatest of all Genco games—and that's a cashboxful.

"Powerhouse is one of the most intriguing combinations of new and tried-and-true features. It is unlike any novelty game ever manufactured, having more real bang-up thrills and sippy 'body English' than any other game.

"There are four great ways to win on Powerhouse," says Dave Gensburg, Genco executive. "But that's only half of it—because there are a million ways to be thrilled. From first reports, Powerhouse is all that its name implies—a high-voltage money-maker that has every indication of establishing new profit highs throughout the country.

"Powerhouse, say operators, gives players bigger and better thrills. The suspense and the many fascinating win combinations are keeping players glued to the game, is the report.

"Bert Lane, of Seaboard Sales, Genco's Eastern factory representative, says that he has never seen anything like the immediate response of both operators and players to Powerhouse."

Jennings Offers Modern Free Play

CHICAGO, June 1.—According to officials of G. D. Jennings & Co., operators are losing no time in ordering their new bell machine, Modern Vendor, a combination free play and must bell.

Hymie Branson, sales executive of the company, in commenting on the new machine, said: "We sincerely believe that Modern Vendor opens tremendous new profit opportunities to operators in free play territories.

"Not only does Modern Vendor have all the play appeal of the bell machine but because it has no payout and awards are made only in free plays with a roll of mints vended for each coin played, the machine is winning the approval of the authorities in many territories.

"Modern Vendor is not only a custom-built machine but the only machine of this type with the entire mechanism contained within the cabinet. This feature permits the operating of the machine either as a counter or a stand.

"The machine is equipped with both a National slug rejector and a special coin detector showing last three coins played. This affords 100 per cent protection against loss from cheating.

"The mechanism is the same as that used on the ever-popular Jennings Chief. It's the one-piece removable type, with heavy-duty clock, no-bounce reels, coin detector . . . all features that mean years of smooth, trouble-free service."

CAPITAL AMUSEMENT CO.

230 W. Hargett St., RALEIGH, N. C.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK

Hoppe Back From Long Trip

CHICAGO, June 1.—Harry Hoppe, vice-president of the Baker Novelty Co., Chicago, has just returned from an extensive selling trip thru the South and Eastern States. He reports: "Wherever I traveled I got the same story from customers, that Doughboy is the greatest five-ball novelty game they have ever had."

Hoppe further states that he is also very proud of Baker's Pacers. From all reports he gathered, the operators claim it to be the aristocrat of all console games. "Naturally, the proof of the pudding is in the cash box," said Hoppe, "especially in the 1940 Daily Double Model. It gives a representative of any company great satisfaction to sell merchandise that operators are satisfied with and this applies to all Baker-built products."

Vemco Sees Big Summer Season

PAYETTEVILLE, N. C., June 1.—"The summer of 1940 looks as if it's going to be one of the greatest in the history of the industry," reports Joe Calcult, of The Vending Machine Co. "The trade has been getting some of the finest machines ever manufactured. They have been making placements in the finest of locations. The public accepts coin-operated equipment in an entirely new light today and we feel that all this is crystallizing into one of the biggest seasons that the coin machine industry has ever had.

"Here at Vemco we are preparing for this great summer with a complete stock of all the latest and best machines just as speedily as they are presented. We have placed advance orders with many manufacturers and believe that some of the machines which will be produced are going to set new standards for earning power.

"In addition, Vemco will as usual have a large stock of reconditioned equipment on hand. These machines will all be perfect as to condition and appearance and will be rebuilt in the usual Vemco manner in Vemco's repair shops."



ROCK-OLA PHONOGRAPH IN THE PALACE THEATER LOBBY, Albany, N. Y., featured records by members of The Three Suns trio during their stage appearance there. Al Schlesinger, of Square Amusements, Albany, Rock-Ola distributor, furnished the Rock-Ola phonograph for the promotion. Schlesinger is second from the left in the picture. With him are The Three Suns.

switches worth free plays at a certain predetermined score. The dome light on the left side of the front arch lights up when this feature becomes active.

"Operators," according to Christ, "will be especially pleased to learn that Wings is so constructed that all essential electrical parts are now located in the back-box, making the game easy to service."

Exports of Games

Destination	Quantity	Value
Canada	396	\$22,949
Panama (Rep.)	13	1,041
Mexico	71	4,043
Colombia	3	96
Philippines	3	34
British S. Africa	00	8,538
Sweden	6	368
Haiti	1	120
Argentina	20	307
British Indies	8	1,711
Australia	18	1,376
New Zealand	16	805
Totals	615	\$41,478

"PERFECT"



It is the word for the condition and appearance of these V. E. M. O. G. reconditioned games! **BUY NOW and BUY WITH CONFIDENCE** while they last!

JOE CALCOTT

FREE PLAY GAMES

Black-Out .. \$42.50	Rebound .. \$42.50
Triumph .. 73.50	Avalon .. 34.50
Vogue .. 47.50	Contact .. 24.50
Variety .. 47.50	Ladder .. 42.50
Pick-Em .. 42.50	Flash .. 42.50
Cherone .. 29.50	Golden Gate .. 42.50
Headline .. 39.50	Conquest .. 47.50
Scop .. 47.50	Bubbles .. 19.50
Spot .. 29.50	Fair .. 12.50
Sothek .. 47.50	Range .. 37.50
Whaka .. 79.50	Airport .. 37.50
Victory .. 42.50	Circus .. 24.50
Topper .. 42.50	Lot-o-Fun .. 34.50
Buckaroo .. 39.50	Pyrand .. 29.50
Liberty .. 19.50	Conway .. 42.50
Box Score .. 19.50	2-3 .. 49.50
Triple Entry .. 29.50	Fantasy .. 42.50
High-Lite .. 24.50	Jackpot .. 42.50
Flash .. 34.50	Davy Jones .. 37.50

CONSOLES

Ray's Track \$35.00	Black Cabinet
Bally Bell .. 37.50	Bang Tail .. \$59.50
Favorite .. 29.50	Talora .. 29.50
Club House .. 35.50	Red Head .. 29.50
Taser .. 27.50	Track Time .. 47.50
Lucky Star .. 73.50	Stunt Top .. 32.50
Black Cabinet	Liberty Bell .. 32.50
Dominos .. 59.50	Zipper .. 22.50

NOVELTY GAMES

Cherone .. \$17.50	Tris .. \$10.00
Arrow .. 7.50	Flash .. 17.50
Dbl. Feature .. 17.50	Babs .. 7.50
Toppy .. 10.00	Bank .. 22.50
Mines .. 27.50	Airport .. 22.50
Dux .. 10.00	Sup & Go .. 12.50
Topper .. 22.50	Rink .. 12.50
Dbl. Treasure .. 10.00	Zeta .. 17.50

1-BALL AUTOMATICS

Freemans .. \$22.50	Multi-Racer .. \$22.50
Fairgrounds .. 29.50	Derby Champ .. 39.50
Fleetwood .. 27.50	Faltered .. 10.50
Klondike .. 29.50	Post Time .. 12.50
Stables .. 29.50	1-2-3 .. 69.50
Derby .. 12.50	Hi-Bay .. 29.50
Arlington .. 22.50	Three-Up .. 29.50
Classic .. 10.00	Derby Time .. 29.50
Golden Wheel .. 12.50	Ak-Sar-Ben .. 22.50
Jumbo .. 10.00	Key Day .. 22.50

SPECIAL CLOSEOUT

MILLS CHROME BELLS
used less than three weeks and guaranteed 82.50
look like new. Let's Fire.....
Sample or Less Than Five \$87.50

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

THE VENDING MACHINE CO.,
305-15 Franklin St., Fayetteville, N. C.

C. M. Industry Hails Picnic

Expect crowd of 10,000 at Riverview Park, Chicago, for July 20 fest

CHICAGO, June 1.—Announcement of a huge Coin Machine Picnic at Riverview Park, Chicago, Saturday, July 20, has aroused tremendous enthusiasm thruout the industry, according to Jim Gilmore, secretary-manager of Coin Machine Industries, Inc., manufacturers' association sponsoring the picnic.

"Ever since the news broke last week," Gilmore said, "my phone has been ringing and I've been kept busy answering inquiries from manufacturers, suppliers, distributors and others associated with the industry, all anxious to know how they can co-operate to insure the success of the picnic.

"Everybody will have an opportunity to help make the Coin Machine Picnic the greatest coin-machine event since the Chaldeans invented coins. And by everybody I mean everybody from the heads of every concern in the business to every last coin-machine employee in and around Chicago. In fact, this is to be primarily an employees' picnic and we expect nearly 10,000 employees, together with their friends and relatives, to attend. The picnic will thus be a vivid demonstration of what coin machines mean as a source of employment and mass purchasing power.

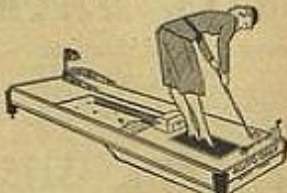
"Arrangements have been made whereby, with the co-operation of manufacturers, all employees attending the coin machine picnic will be furnished not only free admission to the park and picnic grove but also free rides, free refreshments and other free attractions. Numerous prizes will also be awarded in the various field contests. An orchestra for dancing will be provided and no effort or expense will be spared to make the Coin Machine Picnic a frenzy of fun, an outing which employees will remember with pleasure for a long, long time to come."

now going on, the army camps this year will have many more thousands of men than they ever had before," declared Mayer. "There is one thing every soldier likes to do and that is to have his picture taken. The Photomatic, made by the International Mutoscope Reel Co., is being selected by the commissary department of the army for at least 10 or 15 camps in the Central Western area. Furthermore, they will most likely place several Sky Fighter Machine Guns in each of the camps." The Sky Fighter is also a product of the International Mutoscope Reel Co., for which Mayer is exclusive representative in his territory.

BETTER LOCATIONS—BIGGER PROFITS!
Here's the Game That Gets 'Em—

AUTO GOLF

Patented Putting Practice Machine



Here's the legal game that gets you into the locations where the big spenders are! Hotels, cruise ships, resorts, golf and social clubs, amusement parks . . . they all want it! Endorsed by golf pros—O. K.'d for real fun by men, women and children! Earns up to 32 nickels, dimes or quarters an hour!

- Compact . . . 8' long, 3' wide, 8" deep to floor.
- Attractive . . . bright red and black finish, chrome trim, 5-color scoring area.
- Complete . . . regulation putter, 5 golf balls, lamp.
- Realistic . . . green reproduces putting green conditions.
- Dependable . . . nothing can break—no service necessary.

Priced Lower Than Current Legal Games!

Write for All Details and Illustrated Folder!

SEIDEN DISTRIBUTING CO.

1226-30 BROADWAY

ALBANY, N. Y.

TEN STRIKES, 1939 Models .. \$115.00	A. S. T. Challengers .. \$14.50 Tokens .. 19.50	BROWN PAGES RACES Serials above 5000 .. \$72.50
FREE PLAYS Chick, Barn with hid. \$85.00 Gold Cups .. 69.50 Triumph .. 69.50 Crown .. 69.50 Lucky Strike .. 57.50 Super Six .. 57.50 Lance .. 57.50 Flagship .. 49.50 Supercharger .. 49.50 Felles .. 47.50 Commodore .. 45.50 Big Town .. 57.50 Tennischer .. 47.50 Sports .. 35.00 Triple Threat .. 27.50	FREE PLAYS Golden Gate .. \$27.50 Twinkle .. 25.00 Thriller .. 25.00 High Lite .. 25.00 Cowboy .. 22.50 Circus .. 22.50 Maze .. 22.50 Held Tight .. 20.00 Spotlight .. 20.00 Lovers .. 25.00 Taps .. 20.00 Contact .. 16.50 Bully Bully .. 14.50 Box Score .. 14.50 Ragtime .. 11.50	PAYOUTS Grandstands .. \$75.00 Derby Clock .. 42.50 Hot Tie .. 32.50 Derby Champ .. 29.50 Ak-Sar-Ben .. 29.50 Fishes .. 25.50 Quintilla .. 25.00 Stables .. 25.00 Fairgrounds .. 19.50 Mill 1-2-3 .. 19.50 Fleetwood .. 19.50 Classic .. 17.50 Photo Finish .. 15.50 1937 Skill Time .. 37.50 El Dorado .. 49.50

1/3 Deposit, Balance C. O. D. F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

BIG BARGAINS THAT MUST GO
EVERY GAME READY TO GO ON LOCATION

FREE PLAYS Gold Cup .. \$74.50 Follow Up .. 17.50 Copper .. 17.50 Major .. 24.50 Contact .. 17.50 Chief .. 19.50 Circus .. 17.50 Hi-Lite .. 29.50 Triple Threat .. 19.50	SPECIALS Mills 1-2-3 Automatic .. \$24.50 Luxe Model Bally Pay-out Unit .. \$64.50 Rotary Merchandisers .. 42.50	PAVEE RACES HEAVY DUTY Motors .. \$49.50 Western Baseball Lightbox .. 59.50 Keeney 1938 Track Time .. 89.50 Keeney Kentucky Club .. 99.50 Tom Mix Radio Joke .. 39.50 Many Good Used Phones Priced To Sell. One-Third With Order, Balance C. O. D.
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DELUXE AMUSEMENT CO., 17 ARCADE BLDG., LITTLE ROCK, ARK.

AMERICA'S FINEST RECONDITIONED QUALITY BARGAINS!!!

FREE PLAY SPECIALS Big Six \$27.50 Big Show \$6.50 Felles .. 47.50 Lance .. 47.50	SUPER CHARGES Super-charger \$34.50 Thriller .. 24.50 Vamp, Doodle .. 14.50 Dandy .. 14.50	NATIONAL NOW EXTENDS CREDIT through-out the U. S. (Send name of your bank with order if you want credit!)	WRITE Today for National's new illustrated "Newests." Get on our mailing list for each issue Loaded with scores of exceptional buys!
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INTERNATIONAL NOVELTY CO., 183 MERRICK BLVD., MERRICK, L. I. N. Y. PHONE FREEPORT 6310

Allied Machines For Army Camps

CHICAGO, June 1.—Charley Mayer, who has just recently opened as a distributor of all types of coin machines, under the name of the Allied Novelty Co., reports that he has just made arrangements to supply the recreation halls of all of the army camps in the Northern district with Photomatic machines.

"With the big preparedness program



BILL CARLSEN AND HIS ORCHESTRA
A SEEBURG PHONOGRAPH PLAYS a recording by Bill Carlsen and his Orchestra for Bill Carlsen and his boys. The picture was taken at the offices of the Sooner Novelty Co., Oklahoma City, while the Carlsen orchestra was filling an engagement at the Spring Lake Casino, Oklahoma City dance spot.

Operators Adopt Attractive Name

KANSAS CITY, Mo., June 1.—The recently organized operators' association here is proving very helpful in getting operators together to consider common problems. With amusement games doing a good business, it is also considered an important step in preventing any abuses of trade opportunities.

The organization is now about three months old and on May 14 a big celebration dinner and dance was held at the President Hotel here.

The organization adopted a name that is considered novel in the coin machine trade. The registered name of the association is Hobbies, Inc. This name was decided upon rather than a name having the wording operators' association" in order to attract more favorable public attention. Local comments have been very favorable. Carl Hoedel, of United Amusement Co., is the president.

LEGAL GAMES

Evans Ten Strike (39) .. \$130.00
BANG-A-DEER Real Rifle Range .. 69.50
Genco BANK ROLL, 9 Ft. Bowling Alley .. 29.50
Also many other great LEGAL game buys . . . Write for Complete Price List! 1/3 With Order, Balance C. O. D.

BRAND NEW FREE-PLAY GAME CLOSETOUTS! QUICK — Write for this list TODAY!

GEORGE PONSER CO.
11-15 East Runyon St., NEWARK, N. J.
Tel.: Bigelow 3-6432



SPECIAL DE LUXE Porcelain Enamel Finish

Only \$5.25 ea.

In lots of 24 or more... Only \$1.00 each...

OPERATORS, ORDER THIS COIN COUNTER



Prize - Nickel combination slot coin counter, porcelain enamel, life-time guarantee.

VICTOR VENDING CORP. 5711 W. GRAND AVENUE, CHICAGO

CENT-A-PAK LEADER

WINNER 1935



LEADER 1940

SPECIAL WRITE FOR SUMMER PRICES ILLUSTRATED CIRCULAR AND TERMS

KING Jr. 3.95 (Send for Circular.)

TORR 2047A-SO. 68 PHILA., PA.

TWO NEW VENDORS BRING PROFITS DAY-NIGHT



No Selling 30c returns \$4.50 Operate "King Jr." Vendors...

NEW DERBY Vendor

FAST MONEY MAKER! HORSES ACTUALLY RACE EVERY TIME...



2 MODELS Available in Ball Room or Parlor Models. Capacity 75 Cops. Price of 750 Balls. Immediate Delivery \$12.50 ea.

D. ROBBINS & CO. 1141-B OAKLAND AVE. BROOKLYN, N.Y.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS.



FTC Cases Against Cig Manufacturers Scheduled in July

WASHINGTON, June 1.—The Federal Trade Commission is expected to open hearings in July in connection with complaints against eight major cigarette manufacturers...

The cases are now being prepared for trial, but are not expected to begin prior to July 5, since all the Commission's trial examiners will be occupied with other matters until that time, officials said.

Haley Tells Bev Vender Advantages

CHICAGO, June 1.—O. D. Jennings & Co., Chicago, with 34 years' experience in the coin machine business, are offering as one of their newest products the Jennings Bottled Beverage Dispenser.

Two flavors may be vended, the left-hand conveyor having a capacity of 52 bottles and the right-hand side has a capacity of 68 bottles. The vender handles practically all standard size bottles from six to 12 ounces, including half-pint dairy bottles, without adjustment.

Cigarettes Net 44 1/2 Millions in April

WASHINGTON, June 1.—Cigarettes netted the government a total revenue of \$44,459,734 during the month of April, according to a report issued by the Internal Revenue Bureau, U. S. Treasury Department.

This compares with the \$35,503,752.12 collected during the corresponding month of last year.

Cigaret Brand Sales, 1929-1939

CHICAGO, June 1.—Recently quoted figures, taken from Poor's Financial Reports, show the trends in the cigaret business during the past 10 years.

Table with 5 columns: Brand, 1929, 1932, 1934, 1937, 1939. Rows include Lucky Strike, Camel, Chesterfield, Old Gold, Philip Morris, and All Others.

Candy Lipstick

CHICAGO, June 1.—Here's a chance for an enterprising colman to devise a machine, most of which would be a large mirror—for milady, of course, Elizabeth Arden, who prepares cosmetics to help other ladies stay beautiful, has entered the confectionery field with a Candy Cane Lipstick.

The lipstick is in appropriate red and white stripes, such as one might find on a peppermint stick. A coin-operated machine to dispense such a product would have only one disadvantage, experienced colman point out—milady would monopolize the mirror on the machine until she completed the complicated task of applying her newly purchased candy cane lipstick.

Wisconsin Cigaret Ops Meet June 16

STEVENS POINT, Wis., June 1.—Next meeting of the Wisconsin Cigaret Operator's Association will be held Sunday, June 16, at the Lorain Hotel, Madison, Wis. The meeting has been scheduled for 1 o'clock.

The last meeting of the association was held at Stevens Point May 19. Inclement weather thinned the attendance, but many things were accomplished. The meeting was short and snappy.

The assembled operators heartily assented, and President Gregory appointed Keltner as chairman of a committee of three, which included Clint Pierce, of Brodhead, and Lou Jacobs, of Stevens Point, to present to the association at the next meeting a complete set of working rules and tools with which to govern the body henceforth.

Financial

CHICAGO, June 1.—Life Savers Corp. and subsidiaries report for the March quarter a net income of \$223.63 against \$2,270,706 last year. This is at the rate of 63 cents a share for both periods.

Planters Nut and Chocolate Co. has declared a regular dividend of \$2.50, payable July 1 to holders of record June 15.

National Candy Co. and subsidiary report for the March quarter an estimated net profit of \$91,868, equal after dividend requirements on first and second preferred stocks, to 30 cents each on 192,815 no-par common shares against \$134,854, or 62 cents a common share last year.

Liquid Carbonic Corp. has declared a regular quarterly dividend of 25 cents, payable July 1 to holders of record on June 14.

IF YOU WANT THE BEST IN BULK VENDING—BUY



Northwestern

More than ever Northwestern leads the bulk vending field, high quality machines for every purse and purpose.

THE NORTHWESTERN CORPORATION 205 E. Armstrong St., MORRIS, ILLINOIS

A FORTUNE IN SMALL COINS IS BEING SPENT DAILY

Get Your Share Now With

KING Jr. 3.95 (Send for Circular.)

TORR 2047A-SO. 68 PHILA., PA.

FOR SALE—BARGAIN Automatic Coin-Operated SHOE-SHINING MACHINES

Factory close-out provides extraordinary opportunity to purchase four (4) ONLY power-driven shoe-shining machines. High quality all-steel construction.

AINSLIE MACHINE CO. 750 Grand St., Brooklyn, N. Y. (EV 7-0408)

FAST MONEY!

Promotion type salesman can make a fortune with our new nickel-operated GOLF GAME. Liberal sales commission. Write fully.

P. O. BOX 285-B, Minneapolis, Minn.

Thirst Quencher Gets Test Okeh

NEW YORK, June 1.—"Extensive tests on our beverage dispenser, Thirst Quencher, has found that it meets every operating requirement," according to executives of Beverage Dispensers, Inc., New York.

"Standing in back of the design and appearance is a most simple and compact mechanism—the very simplicity is its greatest feature. The size has been kept down, yet it has a great capacity.

"A prospective beverage dispenser operator should check these reasons why Thirst Quencher is meeting with approval: 1. Beauty plus utility; 2. Clean appearance; 3. Sanitary in every way; 4. Completely portable; 5. Smallest and most compact machine; 6. Modern design to fit modern locations; 7. Completely automatic, self-contained unit; 8. Pre-tested and proven for a period of over a year on locations; 9. Assurance of consistent profits.

"In presenting Thirst Quencher we feel that it will meet with the interest of operators who are seeking an automatic beverage dispenser which has been completely tested from every standpoint and which has been proved adaptable to the finest locations. Thirst Quencher is the machine of tomorrow—available today. It's the modern automatic beverage dispenser."

NOW MORE THAN EVER OPERATORS BUY THE WORLD FAMOUS Du GRENIER ADAMS GUM MACHINE



With over 180,000,000 machines in circulation more and more operators are buying Du Grenier's ADAMS GUM VENDER! THE ONE FULLY SELECTIVE gum vender that meets EVERY OPERATING REQUIREMENT: In operation in subway and on "E" platforms in New York, Chicago, Philadelphia and Boston! The one vender that is EASIER TO LOCATE because it's as much more attractive—EASIER TO OPERATE because it's fully selective and speedily serviced—EASIER TO BUY because of our 24 month easy time payment plan! WRITE: W. B. FLETCHER, PHONE: G-41 started TODAY!

ONLY \$11.50 MODEL MODEL 24 MONTHS TO PAY

OPERATORS IN . . .
Michigan, Indiana, Ohio, North Carolina, South Carolina and Virginia.

OUR TRAVELING REPRESENTATIVE IS IN YOUR TERRITORY NOW! WRITE OR PHONE US IMMEDIATELY SO THAT WE MAY ARRANGE AN APPOINTMENT FOR YOU! DO IT NOW!

G.V. CORP.
655 FIFTH AVE., NEW YORK

BALL GUM

A Real Quality Chew

Made of purest ingredients, smooth in texture, chews easily. Only best quality flavors used to insure long lasting taste. Assorted in 8 bright colors and black. Each piece brilliantly polished, perfectly round and uniform. We are able to supply 1/2" and 5/8" ball gum, in boxes of 100 or in bulk. Prize balls, too.

Write Today for Samples and Prices and state how many boxes of ball gum you use monthly.

CANDY CRAFTERS, Inc.
LANSDOWNE, PA.
Safe Shell Vending Machine Candies
CHARMS

Frigid Vending Co. Begins in Detroit

DETROIT, June 1.—Frigid Vending Co. is being organized here by Delos P. Heath, a former refrigeration man, who has been in touch with the coin machine field for a number of years.

The new company is distributing and operating beverage and ice cream venders, as well as frozen food venders, in Michigan, Ohio, West Virginia and Kentucky.

In Detroit, the company is operating the new Revco ice cream vender, which is made at Adrian, Mich.

Candy Consumption 15.9 Lb. Per Capita

WASHINGTON, June 1.—Candy consumption in the United States in 1939 averaged 15.9 pounds per capita as

Exports of Vend. Machines

Destination	Quantity	Value
Canada	118	\$11,463
Panama (Rep.)	1	233
Mexico	84	963
Dom. Rep.	2	45
Colombia	490	2,880
Venezuela	230	2,045
British South Africa	19	1,715
Totals	934	\$19,344

Does Engineering On Drink Venders

CHICAGO, June 1.—Active in special development and engineering work on beverage machines is the firm of A. Dalkin Co. here. The firm has for many years specialized in development and engineering work on vending machines.

Some of the largest industrial firms in the country come to the Dalkin organization for help on machine problems. Special engineering ideas have been contributed to a number of beverage vending machines. The firm also makes the Vanak coin mechanisms in use on many types of machines. The firm also develops candy bar vending machines for manufacturing firms.

At present the firm has on test a refrigeration and dispensing unit which may become important in beverage vending machines. A refrigeration unit has been developed which quickly reduces even hot water to a drinking temperature of 40 or 58 degrees. Dispensing mechanisms and metals for beverage venders are also on the firm's list of accomplishments.

Pre-Carbonation Is Bally Feature

CHICAGO, June 1.—"Pre-carbonation is the application of an age-old principle to the problem of automatically vending carbonated soft drinks," said Ray Moloney, Bally Mfg. Co. president. "The principle has been utilized for many years by the draft beer industry.

"Beverage vended in the Bally Beverage Vender is pre-mixed and pre-carbonated in a central unit located in the operator's headquarters. This unit serves from 20 to 30 venders, the beverage being transported to the venders in stainless steel barrels. Refrigeration in transit is not required; the machine chills the beverage in three minutes.

"The Bally pre-carbonation method results in three advantages; the vender does not have to mix and carbonate the beverage—but only to refrigerate, measure and dispense—which means mechanical simplicity and low operating cost; no plumbing

Where To Place Cold Venders

By HERB JONES
Advertising Manager, Bally Mfg. Co.

A SURVEY of actual placements of the Bally Beverage Vender, which vends 6-cent cups of cold, carbonated beverage, reveals three general types of locations.

First, commercial locations in which beverages are not ordinarily sold, such as theater and building lobbies, garages, etc. In such locations the beverage vender produces revenue not previously possible.

Reports indicate that, in addition to revenue from beverage sales, locations enjoy increased patronage upon the installation of the Bally Beverage Vender. For example, a garage owner writes: "We find the Bally Beverage Vender has increased our gasoline sales considerably. Many otherwise transient customers are now steady buyers of gas and oil, for, while their cars are being serviced, they find they can refresh themselves with a cool refreshing drink from the machine."

Second, commercial locations in which beverages are sold, such as drug stores,

against 15.1 pounds in 1938, according to a report of the Foodstuffs Division of the Department of Commerce. Total consumption exceeded 2,000,000,000 pounds.

The increase is attributed, in part, to the campaign waged by the candy industry featuring the slogan: "Candy Is Delicious Food; Eat Some Every Day."

HARD SHELL CANDIES FOR BULK VENDORS

TASTY DELICIOUS GOOD FRESH

CANDY IS DELICIOUS FOOD EVERY SOME EVERY DAY!

PAN CONFECTIONS-CHICAGO
343 W. 83rd St. Chicago, Illinois
342 W. 83rd St. Chicago, Illinois
ORIGINATORS OF HARD SHELL CANDIES

39 DAYS TO SEE FOR YOURSELF

Test it yourself for 39 days. Put it on location—give it any test you desire—then if you don't think it's the best all around, all purpose vender—send it back prepaid. Full purchase price will be returned in the next mail. Porcelain finish throughout. Variety of colors.

No. 39, \$7.95
In Lots of 100
SAMPLE, \$8.45

NORTHWESTERN SALES & SERVICE CO.

USED MACHINE BARGAINS

SILVER KING 1c Perc. \$4.50
Northwestern 33 Ball Gum 4.50
Northwestern Standard 1c, 2c 6.00
Northwestern 33 Jr. Perc. 3.05
4 in 1 Vender to 4.50
ROBBINS 2 in 1 Venders 4.00

Stewart-Rodaire Adams Gum Machines . . \$3.50 Ea.
\$4.00 in Lots of 10

ADAMS GUM . . . 40c per 100
1/2 - 5/8 BALL GUM,
PISTACHIO, CANDY, GUM

Write For Price List 1/2 Deposit with all orders. Bal. C. O. D.

889 Conry Island Ave., Brooklyn, N. Y.
Tel.—BUckminster 4-2770

ing is required in installation and the pre-carbonation method insures a consistently high quality beverage.

"Contributions which the Bally method make to quality are: First, high carbonation, essential to beverage pep, is assured by use of a full size, standard carbonator—the same carbonator used in soda fountains and in bottling plants; second, accurate proportioning of syrup, gas and water, under strict supervision; of the operator in his own headquarters; third, where taste of local water is not satisfactory a full-size filter may be installed

in connection with the central carbonator, and fourth—which is very important—the pre-carbonation method permits the operator to maintain strict sanitation."

Kalva Vender Takes All Bottles

CHICAGO, June 1.—"Short or tall, fat or thin, all types of bottles will fit 'as is' in the 1940 Kalva Vender," reports Kalva Vender, Inc., Chicago. "The beverage dispensing machine which the firm is offering takes any bottle from 2 1/2" to 3 1/2" in diameter up to 9 1/2" in height.

According to officials, the machine has a large capacity, holding up to 150 bottles in the vending compartment and up to 125 in the pre-cooling department. This is a total of 275 bottles in the machine. Dry cooling with forced air circulation guarantees 50 per cent faster refrigeration, according to Kalva.

"Auto body steel bonderized and galvanized steel go into the construction of the Kalva Vender," they declared. "Nationally recognized motors and 1/4 horsepower compressors of sturdy, simple mechanism, assure freedom from service troubles. The Kalva Vender is completely automatic and trouble free. It is slug proof.

"Experience proves that industrial outlets are steady outlets. Winter and summer the constant demand created by Kalva Venders on-the-spot-selling is the backbone of any vending machine business."

NOW! CENT-A-TUNE
1 SELECTIVE PHONOGRAPH
DOUBLE-VALUE PHONO
2 Records For 5¢

These Machines Play All Standard 10 Inch Records.
Locations Are Easy to Secure!
Operator's Price Amazingly Low!
Be FIRST in Your Territory! Write or Wire To-Day for Full Details.

D. ROBBINS & CO. 114 DEKALB AVE. BROOKLYN, N. Y.

Beverage Machine Progress

An Editorial Survey by WALTER W. HURD

EVEN a casual look at the current developments in the field of coin-operated machines for dispensing or vending cold drinks reveals a subject of deep interest. A lot of things are happening in the drink vending field. The proper names for the machines, or a trade terminology, is being developed. The most aggressive enthusiasts in the business say that it is now "just in its infancy."

Refrigerated vending machines have been an objective in the coin-operated machine industry for many years. The great progress of the refrigeration industry itself has made possible in recent years the building of real refrigerated vending machines. Ten years ago refrigeration was so serious a problem in vending machines that some said a successful machine could never be built. In those days refrigeration applied to vending machines even "froze" the coin mechanisms so they would not operate after about 24 hours of refrigeration. One of the largest rubber companies in the United States developed a process of rubber coating of metal and offered this as a method for preventing mechanisms from freezing. Some refrigerated vending machines were built offering this new development. That was in the old days. It is mentioned here to show how far industry has come in the last 10 years, for today the trade doesn't even bother to think about the point that was once a serious one in the refrigerated vending machine business.

Convenient Names Needed

Now that business is getting such a good start in 1940, the question of attractive names and classifications is a need. Refrigerated vending machines is a cumbersome term, so some are already saying simply, "cold venders." Cold venders is a convenient and fully descriptive term that will cover all types of refrigerated machines, from those that vend drinks or beverages to those

that have been built to vend frozen confections or frozen meats. Drink dispensers was an earlier term that was used to refer to machines built for vending or dispensing soft drinks or fruit juices. Drink venders would be a convenient term and would probably become popular, but the trend seems to be to use the more dignified term of beverage venders. The use of the word beverage ties into a great industry and also is broad enough to cover any liquid product for which dispensing machines may be built in the future. Attractive names have a business value and so it is probable that the trade will soon come to use those expressions which the public itself seems to prefer as the public becomes acquainted with beverage venders.

Appealing to Operators

My observation is that possibly three angles of the beverage vending business at the present time have special interest for the operator.

There are enough operations now established so that any operator can check up for himself in most any way that he likes to see what are the advantages and disadvantages in operating a beverage vending route.

The beverage vending machine business is in its infancy and those who get in now will be getting in on the ground floor, so to speak.

The individual operator can set himself up in a good business with beverage vending machines with much fewer locations than with many other types of machines. He can cut down the number of locations considerably.

There are many other interesting angles about the beverage vending business, but these three should appeal especially to operators. Whatever the final developments may be in the beverage field, anyone who begins to investigate present ideas, machines and experiments will find the field extremely interesting. Perhaps that is to suggest that everyone should give the new business some thought; many operators will decide that it is not for them; many others will decide that it is a promising new business and go into it with a determination to succeed.

Types of Machines

It is not easy to make general remarks about the beverage vending future without noting the types of machines now on the market. The machines vending bottled drinks are now on the market in sufficient numbers so that they are a commercial reality. It is not probable that bottle drink venders will disappear from industry in the future. Whatever operating procedures may show up in the future, the distribution of beverages in bottles is practically certain to be using vending machines from now on. This is not saying that bottle drink machines are a quick road to big money for the operator. This is saying that bottle venders are now occupying a definite place in the system of supplying bottled drinks to the public.

Venders of bottled drinks are now spoken of as selective or non-selective. Operators are well acquainted with what these terms mean and also as to the advantages of each type. The range of selectivity possible in such machines may be seen by the fact that one vender now on the market offers the customer a choice of 10 different beverages by simply turning a knob. Most selective venders are limited to a choice of two or three drinks, it seems.

The trend is generally to electric refrigeration; the terms "wet" and "dry" refrigeration are still used in speaking of the features of machines. With a number of machines for vending bottles on the market, each machine naturally has its special features, and the makers of the machines are best qualified to explain the special merits of their products. Operators in the coin machine business know certain well-defined points to investigate in any machine.

A glance at the advertising literature of bottle vending machines shows certain general points as capacity, coin mechanisms, delivery mechanism, refrigeration, cabinet construction, size, convenience in servicing, pre-cooling capacity, disposition of empty bottles, etc., as important checking points.

Due to the variety of sizes and shapes of bottled beverages on the market, every machine has its pros and cons with respect to types of bottles handled also. Capacity of pre-cooling bottles also seems to be an important point. Practically all of the machines on the market are equipped with trade-marked units, from cabinet to coin chute and refrigeration unit, so that the operator knows the reputation of these various units already. The machines are assembly jobs and most of the parts or units have a well-known reputation. Hence there is no experimenting with respect to the units.

Bottle Idea Tested

Credit is generally given to the Coca-Cola company for giving bottle vending machines a long and worthy test and amply demonstrating that machines for vending bottles belong in the present distribution system. The bottle venders have now been tried for four years and the present national interest in bottle



AN EXAMPLE of a modern beverage machine for dispensing bottled drinks. It handles various-size bottles. Made by Kalva Venders, Inc., Chicago.

venders is largely due to what this one firm has done in the field. It is said that makers of other popular bottled beverages have had to recognize the vending machine as filling a real need in carrying bottled goods to the customer.

It is because of this long test that venders of bottled beverages are said to be no longer an experiment. The question now is whether bottlers will place machines or whether professional operators will place them.

Bulk Beverage Venders

A newer type of beverage vender and one still involving a lot of developments is the machine which automatically dispenses a cold drink in a cup, similar to the service that a patron gets at the soda fountain.

There are some very attractive machines of this type now on the market and there are indications that new developments are also being pushed rapidly. This type of machine has been the dream of inventors for many years. While the bulk type of machine has not had the extensive operating tests that bottle venders have had, yet there are some established routes using the bulk machines and some well-known operators have given the field a good tryout. These experiences indicate that the bulk dispensers may eventually become one of the most attractive types of vending machines displayed to the public. The bulk drink vender has an underlying principle of offering the customer a service that will gradually become a habit with the public. In other words, as far as appeal to the consumer is concerned, the bulk vender has a definite and important future.

Activity in the development of bulk drink venders is intense at the present time. Some good machines are now available to operators. It should be understood, however, that a lot of development work is going on and that new ideas and new mechanisms may be expected to follow this year and next to increase the importance of this type of machine.

In the bulk dispenser machine the items of sanitation and refrigeration become doubly important. In machines dispensing carbonated beverages the matter of carbonation is also important.

Sanitation Important

In the handling of soft drinks and sirups the problem of sanitation has always been a serious one even with soda fountains. It should be understood by those who operate bulk beverage machines that sanitation is a serious matter. Manufacturers of these machines are anxious that every operator protect the reputation of the machines on this point. Every possible mechanical device has been contrived to aid sanitation. If for no other reason, the operator must remember that competitive interests may have his machines condemned if proper sanitary rules are not followed.

Manufacturers of beverage machines are recommending that service men and machines all have neat uniforms in order to show full regard for neatness and cleanliness when operating any type of machine in this field.

The bulk dispensers may have pre-carbonation, or machines are offered that mix the gas and water within the machine. Each system has its advantages and the operator can make his choice.

Bulk drink machines are also available for vending fruit juices and non-carbonated drinks. Each type of drink has its own special problems. For example, a simple drink like orange juice has presented many problems to the vending trade. The juice deteriorates quickly and requires agitation to keep it well mixed. A recent experimental machine has been shown which slices the orange and squeezes the juice fresh after the customer deposits his coin.

Bulk dispensers do not say so much about selectivity. A large operating firm in Chicago has been using a machine which offers a choice of three drinks in the same machine. The operator recognizes the problems involved as the number of drinks is increased, also the advantages that result by offering three popular drinks in the same machine.

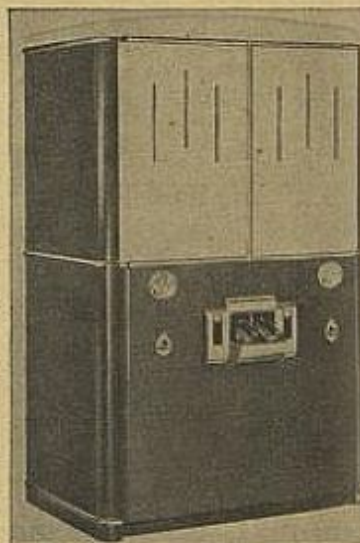
Operating Possibilities

One manufacturer of bulk dispensers says that one man can service 20 machines. A manufacturer of bottle venders says that a route of 100 locations will require two trucks and one mechanic, or three to five men to properly care for the route. There is naturally a heavy increase in business during the summer and extra help must be taken on.

Beverage sirup can usually be obtained by the operator on the same plan that soda fountains get beverage sirups. The handling of bottled beverages is fre-



THIS BULK BEVERAGE VENDER serves drinks in paper cups. It uses the principle of pre-carbonation. Photographed on location in Honolulu. Made by Bally Mfg. Co., Chicago.



A TYPE OF BEVERAGE VENDER dispensing bottled drinks; offers customer a choice of two beverages. Made by O. D. Jennings & Co., Chicago.

Coming Events

- Coin Machine Picnic, Saturday, July 20, at Riverview Park, Chicago.**
Sponsored by Coin Machine Industries, Inc.
- National Hotel Week, June 2 to 5.**
- National Governors' Conference, St. Paul, June 2 to 5.**
- Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.**
- Twenty-fourth Annual Convention of the Associated Retail Confectioners, New York, at the Pennsylvania Hotel, June 2 to 5.**
- American Federation of Musicians' Convention, Indianapolis, June 10 to 15.**
- Radio Parts Manufacturers' National Trade Show, Chicago, June 11 to 14, at the Stevens and Blackstone hotels.**
- Convention of the National Association of Music Merchants (retail music stores), Chicago, July 20 to August 1.**
- Thirteenth annual convention of the National Food Distributors' Association, Chicago, August 21 to 24.**
- Fifty-seventh annual convention of the National Confectioners' Association at the Waldorf-Astoria Hotel, New York, June 3 to 7.**
- Annual meeting of the National Association of Food Chains, October 14, 15 and 16. Site not yet selected.**
- Wisconsin Cigaret Operators' Association meeting at Loraine Hotel, Madison, Wis., Sunday, June 16. Scheduled for 1 o'clock.**
- Interstate C. M. A. Annual Outing at the Berkshire Country Club, Wingdale, N. Y., June 15 and 16.**

Who Will Operate?

An authoritative trade paper in the beverage field suggests what has been expected for some time—that the majority of bottlers will not want to install the system and the necessary bill to operate beverage vending machines. Some bottlers have already entered the field and are making a success of it. But the opinion is growing that the operation of bottle machines is a business for men already experienced in the specialized machine field, or for men who want to build up an organization of experienced men.

One fact is also emphasized, that is, the experienced machine operator must also recognize that he is in the beverage business.

It is still more true of the bulk dispensers than of bottle machines that they are devices which call for men who have experience or plan to specialize in the beverage machine business.

The beverage machines are of such a nature that the operator will have the advantage of territorial agreements and protection that are not always given with other types of machines.

Beverage machines may be financed just as financing is available in the purchase of other high-grade types of machines.

Beverage machines are comparatively new at the present time and interest in the field may be said to be growing by leaps and bounds. Beverage machines enable the operator to cash in on the great beverage and soft drink market, which is staggering in its bigness, its products are well advertised and the variety of drinks is increasing constantly. The variety of products or drinks ranges from milk to beer. Frozen confection and ice cream venders have not been considered in this article as they are quite different from the cold drink venders.

Detroit

DETROIT, June 1.—O. H. Feinberg, manufacturers' representative, is spending most of his time on the road this month.

Joseph Separs, formerly a partner in the S. & D. Novelty Co. with Max Dorsey, has switched over to operating under his own name. He is operating pin games and bowling alleys. Separs has



Bally PRE-CARBONATED* Method results in extreme mechanical simplicity . . . easy installation (no plumbing) . . . low first cost . . . low operating cost . . . highest quality beverage.

***PRE-CARBONATED, ready-to-serve beverage is measured and vended from color-coded stainless steel containers, which are filled and high-carbonated in the operator's headquarters by equipment identical with that used by beverage manufacturers, producers of charged table water and up-to-date soda fountains throughout the world.**

TERRITORY FRANCHISES AVAILABLE

Your territory may be open for the distribution and operation of **BALLY BEVERAGE VENDERS**. Write for Special Proposal B.

BALLY MFG. COMPANY

2840 BELMONT AVE., CHICAGO, ILL.

BALLY BEVERAGE VENDER

AUTOMATICALLY SERVES COLD SOFT DRINKS IN SANITARY INDIVIDUAL CUPS

SALESMEN WANTED

Experienced franchise salesmen to sell in territories a nationally known product backed by radio and national advertising. Good territory given and protected. Must be financially able to carry sell. Opportunity to earn from \$150 and up per week. Give reference and details in length in first letter.

BOX D-78
The Billboard, Cincinnati, O.

table which is on test location in a dozen spots in Detroit.

Louis Markovitch and Harry R. Green, newcomers in the coin machine field, have formed the H. & L. Vending Co. with headquarters on Broad street. They are specializing in vending routes, particularly peanut and gum venders.

D. M. Firestone, factory distributor for O. D. Jennings & Co., has just completed a long trip thru New England and has appointed several new distributors for the popular In-a-Bag Vender. Incidentally, Dave is celebrating his 15th wedding anniversary. He is due back in Detroit next week.

Alban J. Norris, operator of the Michigan Film Library for 20 years, made a visit to Chicago last week to inspect the new Mills motion picture machine. Norris is considering operation in this new field when it is available in this territory.

Bud Sauve, of A. P. Sauve Co., reports plenty of activity in the music machine field. "We have just had to put two new men out to sell phonographs to operators, so great is the demand for phonographs. We have averaged two new machines a day during May. Our policy

of getting new locations for operators to place machines in is an important factor, of course, in selling these new machines.

"Two types of locations that have proved among the better paying new types are hamburger stands and dairy bars. Both these classes of spots have been increasing rapidly in the past few seasons and they replace a large part of the straight restaurant trade.

Syd Taube, of Detroit and Toronto, with Canadian Automatic Confections, Ltd., is active in organizing Canadian Picture Pioneers, slated as a national theatrical organization.

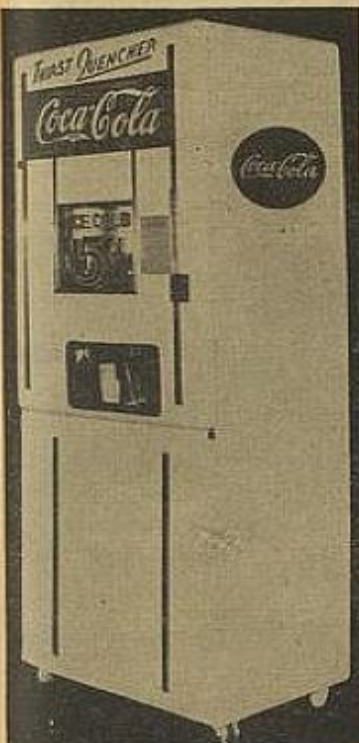
Foodmen To Discuss Modern Merchandising

CHICAGO, June 1.—Modern sales, advertising and merchandising methods will be featured at the 15th annual convention of the National Food Distributors' Association, which will be held in Chicago, August 21 to 24, according to an announcement from the president, J. E. Cain.

It was said that in keeping this year's convention to present-day requirements it is planned to bring out the importance of aggressive streamlined sales promotional efforts which are vital in keeping food distributors abreast of the times.

Unemployment Down . . .

WASHINGTON, June 1.—The National Industrial Conference Board, drawing upon figures from all governmental agencies, reports that the month of March saw an upturn in the number of persons painfully employed in the United States. The report stated that there were approximately 9,304,000 unemployed in March, as compared with 9,417,000 in February. The decline in unemployment is measured as 1.2 per cent lower.



A BULK BEVERAGE VENDER said to emphasize compactness. Made by Beverage Dispensers, Inc., New York.

THIRST QUENCHER

"THE Modern AUTOMATIC BEVERAGE DISPENSER"



"THIRST QUENCHER" is a tried and tested, fully proven soft drink dispenser. A machine you can place on location and be SURE you will earn STEADY PROFITS! "THIRST QUENCHER" is carefully designed for beauty and utility! Has an ideal cup capacity, yet is smaller in size than any other beverage dispenser—only 27 inches wide by 18 inches deep by 72 inches high—fits perfectly into even the smallest locations! "THIRST QUENCHER" is a completely self-contained unit! It's portable! Can be easily moved about on roller casters attached to the bottom of the cabinet! Weighs only 490 pounds. "THIRST QUENCHER" will pass the most rigid sanitation tests! In EVERY WAY—"THIRST QUENCHER"—is the soft drink dispenser YOU WANT!

A Limited Number of Eastern Franchises Now Available

BEVERAGE DISPENSERS, INC.
522 FIFTH AVENUE, NEW YORK, N.Y.
WANDERBILT 6-5280

Special Cups for Beverage Venders

NEW YORK, June 1.—The use of the paper cups made by the Lily-Tulip Cup Corp., said to be used in a majority of the bulk vending machines now manufactured has been one of the most interesting factors in the development of the bulk dispensers during the past six years.

The engineering development involved in the various models of these machines is an interesting story. Each machine contains the complete function of a soda fountain in a machine of less than telephone booth proportions and it can be easily realized that advanced technical developments were necessary to make such machines possible.

The problem of synchronizing the paper cup delivery so that the empty cup arrived at the proper spot a split second before the syrup and carbonated water was not the least of these technical problems.

It was learned after months of development work that the ordinary paraffin treated paper cups, while satisfactory for serving the drink, could not be depended upon to be 100 per cent positive in dispensing. This was due to a number of things, one of which was varying degrees of temperature caused by motors inside

the machine, and also by locations where the machine might be placed, such as plants in which very high temperatures are maintained.

The Lily-Tulip Cup Corp., who were among the early concerns active in the development in this field, spent thousands of dollars and many months of research before they developed the Gem Vending Cup which is now almost universally used in bulk vending machines. By means of a recently developed process of precision manufacturing and waxing, a cup was obtained that would answer the necessity of dispensing a cup every time a coin was inserted in the machine. At the same time the rigidity of the cup had to be preserved and this was accomplished by impregnating paraffin right into the cup and baking off any surplus treatment by the use of very high temperature ovens.

The completed product gives the appearance and feel of a parchment cup. At the same time it is free from all odor and taste and maintains the rigidity heretofore only obtained by the use of very heavy paraffin treatment.

CMA Outing Plans Nearing Completion

NEW YORK, June 1.—Plans for the annual outing of Cigaret Merchandisers' Association to be held at the Berkshire Country Club, Wingdale, N. Y., June 15-16 were reported nearing completion today as Matthew Forbes, manager of the New York organization, and James V. Cherry, manager of the New Jersey organization, named committee chairmen for various sports events. Walter Gullis, Norman Fuhrman and Anthony J. Mascare, of Massachusetts, Pennsylvania and Connecticut organizations, respectively, are reported making preparations prior to naming their groups.

At a regular meeting held by the Jersey group Tuesday night (28) at Newark the matter of the outing was discussed. Indications are, Cherry said, that the group will be well represented.

Chairmen of sports events as announced by Forbes include: Baseball, Jack Bloom; golf, Martin Berger; boat-

1848 Coin Machines Valued At \$108,798 Exported in Apr.

Machines worth one-third of a million dollars have been exported during '40

WASHINGTON, June 1.—Export figures on all classes of coin operated equipment for April, 1940, dropped slightly as compared with the preceding month, March, 1940. The figures for April were 1848 coin operated machines valued at \$108,798. March's exports were 1,076 machines valued at \$111,877. Largest item of increase during April was in export of commodity vending machines, with 954 machines valued at \$19,344 being exported. Total number of phonographs and games exported was approximately the same as in March. All figures quoted are from the Department of Commerce reports.

Both March and April, however, showed considerable gains over the months of January (807 machines valued at \$80,164) and February (1,031 machines valued at \$85,030). A tabulation of figures for the entire year of 1940, including

April, reveals that over one-third of a million dollars' worth of machines have been exported. Exact figures are 4,762 machines the value of which was \$385,599.

In April, Canada was again the largest consumer of games, phonographs and vending machines made in the U. S. Canada took machines valued at \$52,205, the largest item of which was 398 amusement devices worth \$22,949. Next largest purchaser was Mexico, which took the largest number of phonographs for the month. One hundred and thirty-three phonographs valued at \$19,061 was the biggest item in the total export of \$2,067 worth of machines.

Next largest purchaser was British South Africa, which took 19 commodity vending machines valued at \$1,715 and 60 amusement devices valued at \$8,552, a total of 79 devices whose value was \$10,267.

Other purchasers taking over \$100 worth of machines were: Panama, \$5,815; Colombia, \$5,323; Venezuela, \$3,545; Philippines, \$1,829; British India, \$1,711; Australia, \$1,578; and Cuba, \$1,397.

Other countries taking machines the total value of which was less than \$1,000 were: New Zealand, Argentina, Haiti, Sweden, Hongkong (China), Chile, Brazil, Netherlands, W. I., Dominican Republic, Guatemala, Portugal and Belgium (including Luxembourg).

Breakdowns of export on each of the classes of machines (phonographs, vending and games) will be found in their respective sections.

Robbins Tells Need For Cent-Tune

BROOKLYN, June 1.—There are many locations which cannot support a nickel phonograph yet would be good locations for machines which operate for a penny or, perhaps, give two plays for a nickel. This is particularly true of locations patronized by children. For this type of location we have devised several phonographs," reports Dave Robbins, of D. Robbins & Co.

"Our Cent-a-Tune is a 12-record selective machine which plays the standard 10-inch records. Many of the locations for this machine, which could not support a nickel phonograph, are available and they are particularly grateful inasmuch as the machines bring in extra business. The Cent-a-Tune has two coin chutes, one taking a penny for a single play and the other taking a nickel, giving five plays.

"In addition, we are also distributing the Double Value Photo, a 16-record selective machine which plays two records for five cents. Double Value Photo is a higher class machine. We are doing a fine business on both of the phonographs," concluded Robbins.



LUCILLE WARRAN, champion cigar sales girl of Sky Way Roof, Peabody Hotel, Memphis, Tenn., is featured here with the DuGranier Champion Cigaret Merchandiser.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

NEW MACHINE ANNOUNCEMENTS

READ THE BILLBOARD EVERY WEEK

Jersey CMA Votes Amendments, Names Arbitration Board

NEWARK, June 1.—Selection of a new arbitration board for the next three months and the approval of new amendments to the constitution marked the regular meeting held here Tuesday night (7) by the Cigaret Merchants' Association of New Jersey. Changes in the constitution had been under consideration some time and were discussed and passed at this session.

The new arbitration board will include: Michael Lucari, Public Service Tobacco Co.; Jack Grout, Jersey Cigaret Service; Henry Cavalcante, H-C Coin Operated Machines; Mannie Weinberger, Mannie's Service; and Herman Astein, LePako Co. Alternates are John Shianow, North Jersey Cigaret Service, and Chasper Casady, Bergen County Vending Co. This is Casady's first term on the board. According to the constitution, these men will serve for 90 days and will be ineligible for board duty until after June 1, 1941. A new board will again be named in September.

James V. Cherry is executive secretary of the organization.

Gardner Reports Plant Expansion

CHICAGO, June 1.—"Sweeping revisions and improvements which will promote increased customer satisfaction among salesboard operators," is the way Irwin Feltler, president of Gardner & Co., summed up the new program of expansion which is being instituted by his company.

"Not only," continued Feltler, "have we planned a complete program of advertising but in addition we are bringing up to date the various departments at Gardner & Co. which enter into the creation and manufacture of our salesboards."

"Our entire plant is being re-modernized, and the latest production methods as well as the newest of materials and construction are being thoroughly investigated in conformance with Gardner's policy of 'keeping up with the times at all times.'"

Anti-Trust Law Hits Bausch & Lomb Optical

NEW YORK, June 1.—The Bausch & Lomb Optical Co., maker of optical items of all kinds, including coin-operated binoculars and telescopes, pleaded no defense when arraigned on a charge of violating the anti-trust laws. Three officers of the firm, who were named, and the firm were fined \$10,000 on each charge of violation of the anti-trust law.

Whitney N. Seymour, counsel for the defendants, said his clients would consent to the entry of an injunction restraining them from violating the law but that they did not admit any actual wrongdoing.

The government announced last Friday that it had reached an agreement with the company whereby an alleged German-controlled monopoly in the manufacture and sale of precision instruments such as range finders, gun sights and bomb sights, would be broken up. As a result Great Britain and France will be able to buy such instruments in this country.

Individual defendants were M. Herbert Eisenhart, president of Bausch & Lomb; Carl L. Bausch and Theodore B. Drescher, vice-presidents.

Seattle

SEATTLE, June 1.—Target Skill pistol shooting, 10 shots for a penny, such as that of the Alpha Vending Machine Co., is coming in for quite a play among the young fellows of Seattle. A war-conscious public is testing aim and accuracy as well as skill with the pistol.

Samuel W. Shoemaker, Northwest representative for the Dual Parking Meter Co., died recently in Providence Hospital, Seattle.

Bill Buchanan has taken over special Stall 111 of the Sanitary Public Market with its group of amusement machines. It was formerly operated by Johnnie Walker.

The Refrigerated Venders, Inc., has been formally organized and duly incor-

What, No Inventors?

CHICAGO, June 1.—In his call for committeemen to arrange the Coin Machine Picnic at Riverview Park, Chicago, Saturday, July 20, Herb Jones summarized the industry in the following words: "July 20 is the big day—when you and I bust loose at the big Coin Machine Picnic! You and I and the gals who wind cables! And the lads on the line! Punch-press cowboys! Galper-eyed aristocrats of the tool-room! The white collar boys and stenog- galore! Everybody!"

porated in Yakima, Wash., for distribution and sale of refrigerated apples at 5 cents each thru streamlined vending machines. The machines will sell Washington apples in machines which will be freshly serviced daily with ice. Fred B. Plath is president of the new company, with the following associates: Charles Kieflner, Maurice McMechen, T. R. Williams and W. G. Burns.

War Extension May Hamper Nut Imports

WASHINGTON, June 1.—Should the European war extend into the Mediterranean area, a \$2,000,000 foreign trade in edible nuts would be cut off from this country, according to government experts.

It is said that some shortage would be felt, especially by manufacturers of candy products using these nuts, if imports are suspended. It is understood, however, that a number of importers have stocked above normal supplies in anticipation of such a development, which would relieve the situation to some extent.

Denver

DENVER, June 1.—Twenty-four operators' service men attended a Seeburg factory-conducted service school held in the Adams Hotel May 30, 31 and 23. Service men from New Mexico, Wyoming and Colorado attended the school, which was sponsored by Modern Music Co., Denver.

D. W. Burns, operator of Lander, Wyo., was a Denver visitor this week and placed a good order for Rock-Ola remote-control units with Denver Distributing Co.

Henry Yohanan, who operates the Record Shop here, says he finds *The Billboard's* Record Buying Guide of unlimited value in knowing just what records to stock to meet the public's demands.

Mrs. Gibson Bradshaw, wife of the Rock-Ola distributor, is recuperating from a recent illness at her parent's home in Goodlett, Tex. When she returns about June 1 the Bradshaws will move into a new home recently purchased.

H. E. Walker, Denver operator, has been busy the past couple weeks buying and installing new remote-control equipment.

We extend condolences to Mrs. A. D. Hopkins, wife of A. D. Hopkins, Denver operator, in the recent passing of her father, E. J. Wendler.

G. E. Burns, who operates in the Western slope region of Colorado, was a Denver visitor this week and placed an order with Gibson Bradshaw, of the Denver Distributing Co., that will completely



People can't always go to a soda fountain... but you can place a soda vending machine wherever people go. The new dispensing units are sure—they work every time. And with Gem Vending Cups which appeal to the eye, you can serve the crowds—satisfy them—earning a steady stream of income.

Gem Vending Cups have proved, by countless installations, the most serviceable—the most dependable—and above all, from your standpoint, the most profitable paper cup for a single sanitary soda service. Huge stocks are stored throughout the country for your immediate convenience.

Concessionaires, too, will find a complete line of Lily-Tulip Cups to fill their every need. They range from the most inexpensive plain paper cup... to the specially treated, luxurious DeLuxe Lily Cup.

Write for complete information and FREE samples. LILY-TULIP CUP CORPORATION, 122 East 42nd Street, New York, N. Y.



7 OZ. GEM VENDING MACHINE CUP

LILY-TULIP

change all of his operations to remote controls. The original order covering 100 machines, with more to follow, makes Burns the largest remote-control operator in the State.

Dean Larson, service man for Milton Pritts, Denver operator, has just returned from a two weeks' vacation in Kansas, where he spent most of his time fishing.

At a recent meeting of the Independent Music Box Operators of Colorado, Joe Briola offered to bet anyone \$5 that he couldn't be knocked off his feet by a stomach blow, and there were no takers.

Frank Kobos, who operates Kobos Korner in Leadville, Colo., was a Denver visitor last week, looking over the new remote-control set-ups.

Jack Shuman, operator of Cheyenne, Wyo., has placed a Seeburg Jailbird in every good spot in Cheyenne, and since Shuman is the only operator in Cheyenne with the machine he's really going to town.

J. S. Older, Rock-Ola factory representative, is in Denver assisting Gibson Bradshaw, of the Denver Distributing Co., with sales of remote controls.

N. E. Alcott, of Abilene, Tex., has sold his music-box route in that city and is

now operating in Denver and is going strong on remote controls.

Joe Piccoli, of Durango, Colo., has purchased his 10th Seeburg remote-control from Modern Music.

Thomas Hovenic, operator of Colorado Springs, has just completed installation of 23 Rock-Ola remote wall boxes in the Grand Cafe in that city.

Border Novelty, of Albuquerque, N. M.; Walter Cole, of Carlsbad, N. M.; Dunn Hase, of Tucuman, N. M., and Southwest Vending Co., of Raton, N. M., are all going to town on Seeburg remote-control units.

Portland

PORTLAND, Ore., June 1.—Mrs. Budge Wright, wife of the local manager for Western Distributors, is slowly recovering from a serious mastoid operation at Good Samaritan Hospital here. Wright says he has to hustle to keep up with the demand for Keeney wall boxes. His force has been working until late at night and on Sundays since the Supreme Court ruling in favor of the pinball games.

The reason Cecil Beckman, operator, is prouder than usual these days is a baby daughter.

Jack E. Moore says there is a great buying spurge on the Seeburg remote selectors. Operation of the Seeburg Universal unit was demonstrated and explained at the recent convention of Moore's managers. Booths, to show the remote selector installations, have been constructed in Moore's various branches as well as the home office. Moore reports that his Lazy Nickel, Ltd., a modern trailer equipped with the latest in music and game machines, is attracting much attention in its cross-country tours. Piling up hours in his Stinson-108, Moore is about ready for his private pilot's certificate.

War Vs. Operating Business..

CHICAGO, June 1.—Reports are beginning to accumulate to show the varied effects of the European war on the coin machine business within the United States.

Several reports indicate that the play of phonos is dropping off; checks by operators show that locations stop the phonos to turn on the radio for war news.

Restrictions in crossing the Canadian and Mexican borders are increasing. Reports say that many tourists who would cross the borders now will stay in the bordering States. Accordingly, Northern Michigan, Minnesota, New York, Louisiana, Texas and other border States expect a bigger tourist season than usual.

MUSIC MERCHANDISING

South Seas Trend Brings Back Hawaiian Records

Prominent orchestras already recording in the Hawaiian mood

NEW YORK, June 1.—Just as the spreading popularity of Latin night clubs has been responsible for spotlighting rumbas, congas and other Latin American dances and songs, so the current popular trend toward night clubs of the South Sea Island type is reawakening an interest in Hawaiian melodies and entertainment.

While Latin clubs have been here for many years, it wasn't until clubs of this type began to spring up in other fair-sized cities throughout the country that conga and rumba records became sufficiently popular for music box operators to use them. As the popularity of these dances spread, some operators found it worth while to put a conga and a rumba or two on their machines.

History seems destined to repeat itself with the Hawaiian type of melodies. A recent survey made by the night club departments of *The Billboard* disclosed the most profitable night clubs today are those of the South Sea Island type. Monte Proser, a well-known night club operator here, started a Beachcomber Club craze here which has spread to Boston, Philadelphia, Chicago and the

Install Music Systems in Denver

DENVER, June 1.—One of the first complete wired music installations over ordinary telephone wires is now being completed in Denver by the Automatic Instrument Co., it is reported. Operating the set-up is Dave Chuyen, district manager for Denver. Larry Rohar is general manager for the Rocky Mountain region.

It is said that about 30 locations in Denver are operating under the set-up at present, with plans made for installation of approximately 100 more units. It is reported that operations will soon be extended to Pueblo, Colo.; Salt Lake City; Phoenix, Ariz.; and El Paso, Tex. It is reported that in other sections of the country the systems are now being set up; namely, Waukegan, Ill.; Chicago; Grand Rapids, Mich.; Dallas; Tulsa, Okla.; Anderson, Ind.; Los Angeles, San Francisco.

It is reported that in the larger cities operations will be conducted by the Automatic Instrument Co., while in smaller localities franchisees will be given to responsible operators.

Pfanstiehl Gets Foreign Business

WAUKEGAN, Ill., June 1.—"The good news is traveling far and fast," said Bill Hemminger, sales manager of Pfanstiehl Cigarette Co., in speaking of the foreign acceptance being given its new 4,000-play Pfanstiehl phonograph needle.

"To illustrate the broad market we are reaching with our new needle," said Hemminger, "I need only mention the many distributors we have already established in Mexico and Canada and, believe it or not, in England.

"Just recently we made a substantial shipment of needles to one large English distributor. War or no war, it appears that the English public still has time for music, and apparently insists on the finest music at that.

"With the good news of the exceptional merits of the Pfanstiehl needle traveling to the far corners of the earth, we expect to be establishing representatives in many more foreign countries in the very near future."

West Coast. Architecture, entertainment, and even drinks are all designed to enhance the South Sea Island atmosphere in these spots. In addition there are more than 35 other clubs operating in all parts of the country of this same type.

Growing popularity of Hawaiian music is further attested by the fact that the leading recording companies issued rush calls for all popular Hawaiian songs and assigned some of their best known artists to record them. Retail sales of these disks, especially in larger cities, is reported to indicate this type of music is steadily growing in popularity.

To date not many operators of music boxes have paid much attention to Hawaiian type records. However, as the South Seas fad spreads, it is quite possible that music ops will find one or two Hawaiian records mixed in with their standards will not only provide a touch of variety to their music box bill of fare but also pay worth-while dividends.

Bob Crosby, Sammy Kaye, Frances Langford, Harry Owens, Woody Herman

Cuatro Vidas

CHICAGO, June 1.—An item in *The Minneapolis Star-Journal*, May 25, reports that Don Leary, of the Automatic Sales Co., during a recent trip to Mexico, thoroughly enjoyed a Mexican orchestra playing a tune known as *Cuatro Vidas*, translated meaning four lives. The item goes on to report that Leary brought back several original recordings of the tune and that they were hits on his phonographs.

This item becomes more newsworthy in consideration of a report from the Ohio Valley Music Co. offices in Chicago. This firm has been using *Cuatro Vidas* for several months past and offers in evidence, a stack of greyed, worn-out copies of the tune.

and Andy Iona are among the artists who have recently recorded numbers of the Hawaiian type. Some of the titles include: *Purple Hills of Hawaii*, *Ka-Lu-A*, *Hawaiian War Chant*, *Blue Hawaii*, *My Little Red Rose*, *When Hilo Hattie Does the Hilo Hop*, *Hawaiian Love*, *Manuella Boy*, *Kuu Ipo*, *On the Isle of May*, *Hawaii Across the Seas*, *Rhythm of the Island* and *To You Sweetheart*, Aloha.



AT THE ILLINOIS BEVERAGE EXHIBITION, Wurlitzer had a display featuring the four 1940 automatic phonograph models. The above group gathered about the exhibit booth are, left to right, Harold Burnette, Chicago Simplex Co.; Roberts Lucas, Chicago; John P. Arvanitakis, Gary, Ind.; Antonio Samora, Gary, Ind.; Edward Pecker, Chicago; an attendant; Joe Peckin, Universal Automatic Music Co., Chicago; Larry Cooper, Wurlitzer district manager; Mercedes Tietz, Chicago; Jake Nomden, Chicago; Jeanette Portee, Chicago; Art Freed, Chicago Simplex; Jane Frisk, Chicago; Ed Water and a friend, both of Chicago.

June Is Month for Many Orks To Go on Tours; Music Operators May Cash In on Local Circuits

NEW YORK, June 1.—June is traditionally the month for leading bands to hit the road for a tour of ballrooms, theaters and other spots that make up the one-night-stand circuit. It is the month that orchestra leaders find out for themselves exactly what the great mass of people who have listened to their recordings on music boxes and heard them play over the air think of them. If the records and air programs have clicked with the out-of-towners they show it by turning out in droves for these "in person" appearances. If not, they stay away and the band leader starts taking stock to find out what's wrong and tries to correct it.

As has been repeatedly pointed out in these columns, personal appearance dates of leading recording artists can be made to boost music-box play. Many operators make a weekly practice of following the *Orchestra Routes* and *Bands on Tour* columns of the Music Department of *The Billboard*, where the forthcoming appearances of recording artists

are listed. When they find a leading orchestra is coming their way they not only see to it that a liberal amount of the orchestra's records are in their machines but they make plans to call on the orchestra leader while he is in town and talk shop with him.

Some of the biggest music-box favorites destined to hit the road during June include Glenn Miller, Orrin Tucker, Dick Jurgens, Count Basie, Tommy Tucker, Will Bradley, Henry Busse, George Olsen, Mitchell Ayres, Bob Crosby, Eddy Duchin, Lang Tompson, Duke Ellington, Woody Herman and George Hall. Below are listed in detail dates already set for these artists. This list is by no means complete, for additional dates are being signed every day. Additional bookings of both these and other artists are published weekly in *Bands on Tour* column in the Music Section.

MITCHELL AYRES—Roton Point Park, South Norwalk, Conn., June 9; The Commons, Andover, Mass., June 12; Fordham Club, Budd Lake, N. J., June

14; Totem Pole, Auburndale, Mass., June 17-22; Hershey Park, Hershey, Pa., June 25.

DICK BARRIE—Chippewa Ballroom, Chippewa Lake, O., June 7-13; Grey-stone Ballroom, Detroit, June 13-23.

COUNT BASIE—Armory, Newark, N. J., June 15; Riverside Beach, Charleston, S. C., June 18; City Armory, Charlotte, N. C., June 19; Auditorium, Roanoke, Va., June 20; Pepper Warehouse, Winston-Salem, N. C., June 21; Potomac River Boatline, Washington, June 22; Bayshore Pavilion, Buckrook Beach, Va., June 24; Community Center, Petersburg, Pa., June 25; Armory, Asheville, N. C., June 28.

WILL BRADLEY—McDonogh (M.A.) School, June 6; Woodberry Forest (Va.) Univ., June 7; Auditorium, Asheville, N. C., June 11; Magnum's Warehouse, Rocky Mount, N. C., June 14; Valdosta (Ga.) Auditorium, June 17; Hershey Park, Hershey, Pa., June 25.

HENRY BUSSE—Lake Breeze Hotel, Buckeye Lake, O., June 7; Paramount Theater, Anderson, Ind., June 8; Paramount Theater, Hammond, Ind., June 9.

LARRY CLINTON—Oriental Theater, Chicago, June 28 (week).

BOB CROSBY—Lyric Theater, Indianapolis, June 7 (week).

AL DONAHUE—Univ. of Maine, Orono, June 8; Mass. State College, Boston, June 10; Holy Cross, Worcester, Mass., June 12; Bowdoin College, Lewiston, Me., June 13; Tufts Univ., Medford, Mass., June 17.

EDDY DUCHIN—Univ. of North Carolina, Chapel Hill, June 8; Plaza Theater, Asheville, N. C., June 9; Joyland Park, Lexington, Ky., June 10; Dreamland, Kenosha, W. Va., June 12; Sunnybrook Ballroom, Potstow, Pa., June 15; Botton Point Park, South Norwalk, Conn., June 16; Harvard Univ., Cambridge, Mass., June 17; State Armory, Hartford, Conn., June 20.

DUKE ELLINGTON—Mystic Night Club, Youngstown, O., June 15; Dolney Park, Allentown, Pa., June 22.

GEORGE HALL—Sylvan Bosch, La Porte, Tex., June 8 (week); Green Tree Inn, Wichita, Kan., June 21-23; Neptune Ballroom, Sioux Falls, S. D., June 27; HORACE HEIDT—Panoble Lake, Salem, N. H., June 7; Pier Ballroom, Old Orchard, Me., June 8; Lake Compound, Bristol, Mass., June 9.

WOODY HERMAN—VPI Blacksburg, Va., June 7; Hershey Park, Hershey, Pa., June 8; Univ. of Virginia, Charlotte, June 10.

DICK JURGENS—White City Park, Berlin, Ill., June 8; Modernistic Ballroom, Milwaukee, June 9; Hollywood Park, St. Cloud, Wis., June 10; Bluff View Park, Broadhead, Wis., June 11; Crystal Ballroom, Dubuque, Ia., June 12; Eastwood Park, Detroit, June 14 (week); The Shad-Oak, Clinton, Ia., June 21; Wal-Air Ballroom, Des Moines, June 22; Turnpike Casino, Lincoln, Neb., June 23; Lakeside Pavilion, Denver, June 25.

ENOCH LIGHT—Million-Dollar Pier, Atlantic City, June 8-9; Besselaer Park Institute, Troy, N. Y., June 15.

GUY LOMBARDO—Univ. of Virginia, Lexington, June 7-8; Totem Pole, Auburndale, Mass., June 11-15.

GLENN MILLER—IMA Auditorium, Flint, Mich., June 15; Univ. of Michigan, Ann Arbor, Mich., June 14.

RAY NOBLE—Troadero, Wichita, Kan., June 20.

GEORGE OLSEN—Eastwood Gardens, Detroit, June 7 (week); Lake Breeze Hotel, Buckeye Lake, O., June 21; Colonial Hotel, Rochester, Ind., June 25; Paramount Theater, Anderson, Ind., June 28; Electric Park, Waterloo, Ia., June 29; Shoreacres Ballroom, Elletts City, Ia., June 30.

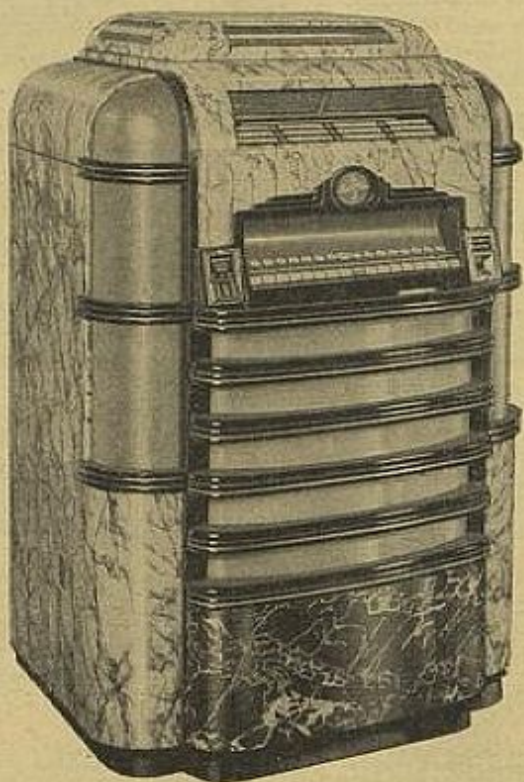
LANG TOMPSON—Coney Island, Cippicutt, June 6 (week); Sunset Ballroom, Carrolltown, Pa., June 14; Coliseum Greensboro, Pa., June 15; Jenkins' Pavilion, Point Pleasant, N. J., June 21 (for the summer).

ORRIN TUCKER—Palace Theater, Cleveland, June 7 (week); Stanley Theater, Pittsburgh, June 14 (week); Capitol Theater, Washington, June 21 (week).

TOMMY TUCKER—Peabody Hotel, Memphis, June 8 (week); Meyers Lake Park, Canton, O., June 17.

TED WEEEMS—Cedar Point Ballroom, Cedar Point, O., June 8 (week).

BOB ZURKE—Iren Club, Dallas, June 11.



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● Is it any wonder that leading music merchants throughout the country are rapidly switching to MEL-O-TONE. Here at last is the phonograph that opens an entirely new avenue to profitable operating.

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CORNERS . . . 6.85
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Houston

HOUSTON, June 1. — Operators Fred McClure and W. C. Atkins recently purchased new automobiles—a Buick for McClure and a Chrysler for Atkins.

F. V. Redden and Miss Parrish are manager and secretary, respectively, of Houston branch of Southwestern Music Corp., factory distributor for Columbia, Brunswick and Vocalion records.

A social meeting for music operators, record and phonograph distributors and others connected with automatic music was held May 16 at the Milam Building. Buffet lunch with beer was served, followed by an entertaining picture show by Operator Bill Peacock. Operators Fred

McClure and Henry Cruse were hosts. It is planned to have a similar gathering each month thruout the summer.

E. C. Lear, former manager of Houston Electro Ball office, was in the city recently on a combined business and pleasure trip. He is now traveling representative for Electro Ball Co.

L. F. Webb, vice-president of Rock-Ola Corp., had a thrilling and near-serious experience during his recent stay in Texas. He, together with Mr. and Mrs. von Reydt, was returning from a visit to the Mayan ranch near Bendare, Tex. It was late at night and pouring rain. Von Reydt, driving, had safely covered several miles of tricky country road when the car skidded, got out of control, slid down a long embankment and came to rest against a stump only a few feet from the water's edge of a flood river.



BEN BOLDT, ROCK-OLA AD-MANAGER, recently visited the Birmingham Vending Co., Birmingham, Ala., and found Harry Hureich (left) and Pete Romano (center) in a happy frame of mind over the fine appearance of Rock-Ola's 1940 phonograph.

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Price \$32.50 Complete
With 30 ft. Cable and 25 ft. Mike Cord

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Cream and Red. 13 1/2" x 18" x 13 1/2" Walnut. 12 1/2" x 18" x 13 1/2"



21" x 18" x 12"

6" Speaker Complete. \$6.95
Cabinet only, \$4—Speaker Unit, \$3.00

10" Speaker Complete. \$9.95
Cabinet only, \$4—Speaker Unit, \$6.00

NOTE: Same size cabinet used on above speakers available in natural walnut or cream and red as illustrated.

15" Speaker Complete. \$26.50
Cabinet only, \$8.25—Speaker Unit, \$19.00

NOTE: This cabinet large enough to house Phonograph Speaker invaluable for Remote Control installations. Furnished with baffle and installation hardware.

JOBBERS: These are fast-moving items—Write for details.

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HERE IT COMES



THE SEASON'S NEW BIG MONEY MAKER KAY KYSER'S PLAYMATES

Columbia 35375

Featured in the Will Rogers' memorial movie short, this song has spurred in popularity and now it's one of the best nickel-nibblers on the machine. On the reverse, "On The Isle of May."

COLUMBIA 30c

BENNY GOODMAN

35466 The Shake

Floor Butterly

ORRIN TUCKER and BONNIE BAKER

35468 My Resistance Is Low

Been Lookin' For Love

MORACE HEDT

35466 Little Curly Hair In A High Chair

A Lover's Lullaby

GENE KRUPA

35474 Make Believe Island

My Wonderful One Let's Dance

VOCALION 35c

FRANKIE MASTERS

3541 It's A Lovely Day Tomorrow

Fools Fall In Love

AL DONAHUE

35434 Let There Be Love

Imagination

GENE AUTRY

35463 Goodbye Little Darlin' Goodbye

When I'm Gone You'll Soon Forget

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Up your TAKE with these **LATEST HITS** by **WOODY HERMAN** AND HIS ORCHESTRA
The band that plays the blues

COUSIN TO CHRIS
★
BLUE INK
★
SKY FELL DOWN

ON **DECCA RECORDS**

Exports of Phonographs

April, 1940

Destination	Quantity	Value
Belgium (inc. Luxembourg)	3	\$ 585
Portugal	1	90
Canada	90	17,793
Guatemala	3	708
Panama (Rep.)	20	4,541
Mexico	193	10,001
Dom. Rep.	1	48
Cuba	6	1,307
Netherlands, W. I.	2	170
Brazil	6	656
Chile	5	613
Colombia	1	250
Hongkong	1	71
Philippines	7	1,795
Totals	329	847,976

Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Tuxedo Junction. (12th week) GLENN MILLER, ERSKINE HAWKINS, JAN SAVITT.

The Woodpecker's Song. (8th week) GLENN MILLER*, ANDREWS SISTERS, WILL OLAHIE, KATE SMITH.

The Singing Hills. (7th week) BING CROSBY, DICK TODD, HORACE HELDT*.

With the Wind and the Rain in Your Hair. (6th week) KAY KYSER*, BOB CROSBY*, DICK TODD, HENRY RUSSELL, BOB CHESTER*.

Playmates. (5d week) KAY KYSER*, MITCHELL AYRES*.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Little Curly Hair in a High Chair. Where this is popular in the music machines it's popular in a big way. However, its popularity is not universal enough to include it among the nation's blue-ribbon phono items. It seems to be headed in the direction of general acclaim, and meantime it's one of the best bets around for machines short of actual smash hitdom. PATS WALLER*, JIMMY DORSEY* and SAMMY KAYE* contribute the most liked version.

Alice Blue Gown. In about the same position as *Curly Hair* is this 20-year-old ballad—good, but not quite good enough to be considered a real solid success. But again it's an item that a great many ops are finding profitable, particularly in the recordings of FRANKIE MASTERS*, OZZIE NELSON*, GLENN MILLER and WAYNE KING.

Boog It, Doing Well. But giving no indication that it will ever be a smash hit in this swing number in the *Jumpin' Jive* vein. It fills a needed place in the boxes, however, since there are few songs of this type in comparison to the wealth of ballad numbers offered to operators. GLENN MILLER*, GENE KRUPA* and CAB CALLOWAY* divide music machine patronage on this.

Make Believe Island. Making its debut as a potentially strong number this week, this ballad rises from the uncertainty of a "possibility" and begins to head for the top. Enthusiasm for it runs high among some operators and it seems to have the stuff of which music machine hits are made. MITCHELL AYRES* has the leading record in the boxes at the moment.

No Name Jive. Only managing to hold its own is this GLEN GRAY instrumental swing number. It had started out a couple of weeks ago in a manner that seemed to indicate a special degree of prominence for it among current phono hits, but it appears to have struck a snag that is stopping it from moving any further.

Let There Be Love. Coming along nicely, gaining a little each week, is this ballad in what is called *Beguine* tempo. Its success has not been spectacular, but in a quiet sort of way it has been doing very well for ops in general throughout the country. SAMMY KAYE* and KAY KYSER* are vying for top honors.

Say It. Altho *My, My*, companion song to *Say It* in Jack Benny's new picture, started out a little better than this one, the tables have turned and now *Say It* is getting a much better play all over. TOMMY DORSEY* and GLENN MILLER* are at present most popular in the boxes on this one, with FRANKIE MASTERS* the runner-up.

My. Not, as pointed out above, as strong as *Say It*, this, however, must not be overlooked by operators not already playing it to good enough results. TOMMY DORSEY* is well liked on this one also, along with ROCHESTER, who vocalizes the song as he does it in the film.

My Resistance Is Low. No. 2 of last week's "possibilities" to make the grade. This is ORRIN TUCKER and BONNIE BAKER (the latter particularly, of course) in the style of *Oh, Johnny*, and the best follow-up on that hit yet. Starting to go places.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which still are being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into the "Going Strong" bracket.

Leanin' on the Ole Top Rail. (8th week) Almost out. BOB CROSBY*, OZZIE NELSON*, WAYNE KING.

Cocilia. (5th week) Also on the down grade. FRANKIE MASTERS*, GLEN GRAY*.

Charming Little Faker. (5th week) Ditto. FRANKIE MASTERS*.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

April Played a Fiddle. This, as well as one or two other songs from the score of the new Bing Crosby picture, *If I Had My Way*, looks good for future phono honors. You know Crosby records, and you know how the showing of his films helps the songs he does in each picture.

Friendship. A Cole Porter song recorded by KAY KYSER that is catching on in some spots. It may widen its sphere of popularity soon, so be prepared.

The Breeze and I. An adaptation of a well-known South American song. *Andalucia*, that is causing much comment. This looks particularly good.

Slow Freight. A follow-up to *Tuxedo Junction* that has possibilities. There are several recordings available now, with one or two more to come, any one of which may duplicate the *Tuxedo* success.

Flight of the Bumble Bee. A recording by HARRY JAMES that is a masterpiece of musicianship. James' trumpet work is something that should certainly catch the attention of phono patrons. Once heard, re-hearings should be assured.

* Indicates a vocal chorus is included. Double-meaning records are purposely omitted from this column.

The VICTOR-BLUEBIRD Call Board

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POPULAR VICTOR RELEASE NO. 374

- 26814 *Mister Maudslerk
My Fantasy
Artie Shaw
- 26815 *I Can't Resist You
The Breeze and I
Hal Kemp
- 26816 *You're in My Heart Alone
Hear My Song, Violetta
Tommy Dorsey
- 26817 *Nacht' Around Boudon
I've Found a New Baby
Dicky Wells

POPULAR BLUEBIRD RELEASE NO. 280

- B-10724 *Feels Fall in Love
It'll Come to You
Shirley Howard with Orch.
- B-10725 *Louisiana Purchase
The Lord Done Fixed Up My Soul
Tony Pastor & his Orch.
- B-10735 *Ochids for Remembrance
The Moon Won't Talk
Bob Chester
- B-10736 *Parade of the Stormers
I'm in a Weary Mood
Harlan Leonard and his Rockets
- B-10737 *No Name Jive (Part 1 and 2)
Charlie Barnet
- B-10738 *Blue Labyrinth
Down by the O-H-I-O (O, My, O)
Mitchell Ayres and his Fashion-in-Music
- B-10739 *I Can't Resist You
My Enchantress of the Night—Gone
Gray Gordon and his Tic-Tac Rhythm
- B-10740 *Slow Freight
Bogie Call Rag
Glenn Miller
- B-8443 *Laf With the Thought of You
When I Grow Too Old to Dream
The Cats and the Fiddle

*Vocal Refrain



Order these Records from Your RCA Victor Record Distributor Today!

HIT RECORD GUIDE

- FLIGHT OF THE BUMBLE BEE—F.T.—8298
Harry James and His Orchestra
- DOWN BY THE O-H-I-O—F.T. V.C.—8307
Griff Williams and His Orchestra
- WHEN THE SWALLOWS COME BACK TO CAPISTRANO—F.T. V.C.—8313
Cedde Burke and His Orchestra
- MAKE BELIEVE ISLAND—F.T. V.C.—8275
Johnny McGee and His Orchestra

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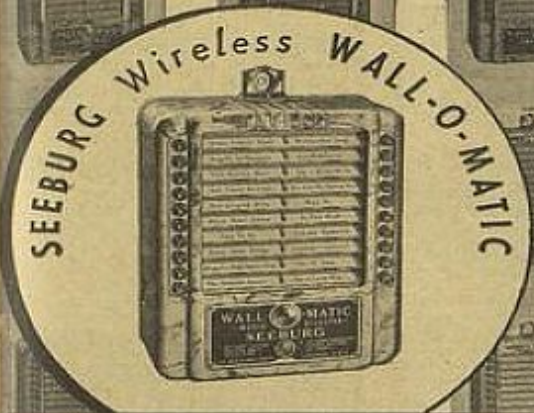
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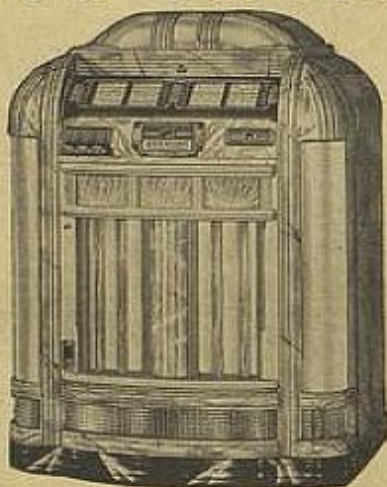
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SEEBURG
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THAT GETS THOSE
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WOW!!!

* Two Sweet Tunes * Catchy Words

WATCH THE NICKELS JAM YOUR MACHINES!

V-753 LET'S BEND AN ELBOW

EEDEL IDEL ODEL—Waltz

Played by the Colonial Orchestra—Vocals by Eddie McBride

VICTOR RECORD

(International Series)

Now a **HIT!** [V-613 BARTENDER POLKA
HEAR MY SONG, VIOLETTA] Now a **HIT!**
By Glabe Musette Orchestra

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Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Old Songs Revived

BOTH Hollywood producers and music publishers are reviving old songs, popular in the Gay '90's era. Most of these songs, in recorded form, are finding their way into the country's music boxes and, operators say, are doing well. Three pictures now playing throughout the country, *Irene*, *If I Had My Way* and *Lillian Russell*, have a batch of former hits which have been released by the leading recording companies. The most popular group is used in *Lillian Russell* and, because the picture is playing to crowds in most movie theaters, tunes popular in the Russell era are revived. One of the most popular on music boxes is *After the Fall*, composed by the late Charles K. Harris after he attended a ball in the leading hotel in Oconomowoc, Wis. While resting in the lobby during the wee hours of the morning he created this well-known melody.

Theatrical School Locations

BOBBY GODAY, operator of the Jane Gray rehearsal hall and dance studios in New York, is proving to the trade that a theatrical school location can be a profitable location. He finds that the artists have plenty of time to kill either before, between or after rehearsals, and a game room on the same floor is the most logical place to be in while passing the time away. A popular feature there is a music box with the latest records made by the big bands. Since bands like the Jane Gray hall frequently for rehearsals, the box is always given a good play. Other machines in the room include a beverage vender, pin game and cigaret machine. Goday, incidentally, is a former band singer.

War Records Scarce

OPERATORS are keeping hands off any records with a war theme. And the comparatively few songs recorded add

BOOG IT

By
GLENN MILLER
and his Orchestra

A Hit On
BLUEBIRD
No. B 10669

REGENT MUSIC CORP.
Harry Goodman, Pres.

to the proof that the entire music industry is more anxious to keep the people's minds off the war. Feeling is that enough is written about the war, so the less said of it musically the better.

Night Club Tie-Up

HAROLD A. VAN OOSTENBRUGGE, operator of Club Edgewood, East Greenbush, N. Y., has an interesting tie-up with his music box operator. He uses a music box in his cocktail lounge and has a standing demand for all current records made by the bands scheduled to play his club. More effort is expended in this case because Van Oostenbrugge uses unknown or new bands only. Recently he gave Bobby Meakin's Orchestra its first engagement and equipped his machine with a record made by Meakin and his vocalist, the more popular Patricia Norman. The recorded tunes included *Don't Make Me Laugh* and *Flower of Dawn*. Currently the Korn Kobblers, comedy band, are playing at the Edgewood. The music box has their recorded versions of *Dark Town Strutters' Ball* and *Over the Waves*. Oostenbrugge explains that this practice is of mutual benefit to both the music box and the drawing power of the band. He should

know, for he has been operating that club for 25 years.

This and That

BLUEBIRD contracts were handed out last week to Vaughn Monroe, Boston orchestra leader, and Yvette, radio and night club singer formerly known as Elsa Harris. . . . Varsity signed up Hal Hoffer and Nino Nani, Philadelphia piano team, for a series of records. . . . Alec Templeton, the blind pianist, has transferred from Victor to Columbia and is scheduled to record several of his original compositions on the Green label.

The Victor boys say operators want more swing tunes, hence the recording of *No Name Jive* on two sides by Charles Barnet and Bugle Call Rag and Slow Freight made by Glenn Miller. . . . New Orleans operators have succeeded in placing music boxes in most of the night clubs there, proving to the owners that the customers want some amusement after the floor shows, and the playing of records fulfills that desire. . . . Muggsy Spanier, trumpet player and former band leader, joined Bob Crosby's Band. Spanier formerly made many records under his own name. . . . Columbia claims that the popularity of its album of Gay '90's tunes prompted their making another album, this time old and favorite waltzes recorded by Al Goodman. . . . Dave Kapp, of Decca, denies that he signed Peck Kelly, the much-publicized pianist from Houston. Dave says that Kelly is happy in his home town and, strangely enough, does not want to make a lot of money.

Territorial Favorites

THE following list, a weekly feature, indicates the favorite artists and records doing well locally in various cities supplementing the national leaders listed in Record Buying Guide leaders.

New Orleans

Richard Nimber's engagement at the Roosevelt Hotel encouraged operators to plug his records and proved a good and timely stunt. His best record is "Whose Theme Song?" reports indicate. Ella Fitzgerald, who recently suffered a setback, is coming back in the Negro locations with "Sing Song Swing."

Miami, Fla.

Operators here indicate that swing is far from out and more good swing records should be made. Bob Crosby, Glenn Miller and Glen Gray go big and customers want to see them in late swing records.

Burlington, Vt.

Operators here like Tommy Dorsey's "I've Got My Eyes on You," which they claim is going strong. Another, big favorite is Benny Goodman in "How High the Moon" and "Rumbeogie" featuring the Andrews Sisters. Unusual factor in this area is the continued popularity of Bonnie Baker's "Oh Johnny."

Denver

The engagements of Bing Crosby's latest film, "If I Had My Way," around this area are beginning to reflect on the popularity of his latest recorded tunes used in that picture. The leaders are

Gray GORDON AND HIS

TIC TOC

Rhythm

UP THE TAKE ON
YOUR SUMMER LOCATIONS

WITH THESE NEW
GRAY GORDON HITS

on
BLUEBIRD RECORDS

No. 10591

**AIN'T YOU ASHAMED
I LOVE ME**

(I'm Wild About Myself)

No. 10711

CLEAR OUT OF THIS WORLD

Vocal by Art Perry

IT WOULDN'T BE LOVE

Vocal by Meredith Blake

No. 10664

**THE KITTEN WITH THE
BIG GREEN EYES
YOU GORGEOUS DANCING
DOLL**

No. 10739

I CAN'T RESIST YOU

Vocal by Art Perry

**MY ENCHANTRESS OF
THE NIGHT (conga)**

No. 10718

**I LOVE TO WATCH THE
MOONLIGHT**

Vocal by Meredith Blake

**BLACKOUT—HOLD ME
TIGHT**

Vocal by Meredith Blake

Hear GRAY GORDON on the air
N. B. C. COAST-TO-COAST
Five Times Weekly From
THE GREEN ROOM
Hotel Edison, New York

"April Played the Fiddle" and "Too Romantic."

Portland, Ore.

Henry King, long a favorite Northwest band leader, is making good headway with his records on music boxes. His latest, coming up fast among the leaders, is "Palms of Paradise." "Let There Be Love" is catching on early, particularly Sammy Kaye's version. Tiny Hill is showing up well, too, with "I Get a Kick Out of Corn."

Offers Phono Needle Test

NEW YORK, June 1.—George Foster, who introduced his own phonograph needle a few weeks ago, reports that it has met with approval by all operators who have tested it. He also states that he has an offer to make to music operators on the Empire Point.

"We believe that the Empire Point is one of the finest needles ever intro-



SEEBURG WIRELESS REMOTE CONTROL music system was recently installed in this coffee shop in Mead, Ill. Location is reported to have noted increased popularity since installation. This is a complete wireless remote control installation in one of the smallest of locations.

The next time you order needles BE SURE TO TRY

The Amazing New **4000 Play**

PfANSTIEHL NEEDLE
coin machine

NEEDLE MUST NEVER BE TURNED
One side of steel is purposely made flat for easy, permanent insert. Reduces time and cost of servicing.

POINT WILL NOT BREAK OFF
Eliminates a large percentage of service calls.

POINT IS ROUND AND MADE OF PFANSTIEHL METAL
Assures longer tone quality and less record wear.

PfANSTIEHL CHEMICAL CO.

Metal Division
100 Lake View Ave., WAUKEGAN, ILL.

Test Movie Machines Film

LOS ANGELES, June 1.—Musical Shorts, Ltd., Hollywood maker of short film subjects, recently discussed provisions it has made for the much-publicized movie machines. "Many companies are developing the machines," declares a spokesman for the firm, "but a gun is of no worth without bullets—a projection machine needs film.

"It would seem that this is easily obtainable, but a survey reveals that it is not an easy matter. Major studios were reluctant to release their film, and upon analysis it was found that very little of their material met the qualifications of coin-operated projection machines.

"The only answer to the problem is custom-made films for the machines. The rub here was cost. Screening must be done on 35mm. film and reduced to 16mm. Factors such as talent, orchestra, production labor all add to the cost. At this point Musical Short, Ltd., went into action. Exhaustive research disclosed what type of entertainment can be offered via this medium. We believe that we have gone a long way toward the ideal type of film which can be produced on a sound financial basis and distributed, therefore, at a price within the operators' means.

"Costs of production were reduced thru recording directly on 16mm. film, and a technique of production was evolved, photographing and recording an act directly on one over-all shot zooming from a full view to close-ups of the artists—all this without a single cut. Absolute synchronization of lip movement with the sound emitted was secured.

"Being a new industry, there is much to be learned. Musical Shorts, Ltd., is willing to be guided by experiences and recommendations of the machine manufacturers and operators."

New Life for Old Phonographs

CHICAGO, June 1.—"Look around you when you go into locations with phonographs," advise Paul Gerber and Max Glass, of Gerber & Glass, Chicago. "A short survey will show that many old phonographs have been given a new lease on profitable lives with our firm's changeover equipment.

"Beauty of color, quality of materials and modern design spell appeal to location patrons. One thought has been borne in mind in designing and manufacturing the changeovers—that they must harmonize with location interiors and have patron-appeal. Modernization gives the operator a firmer hold on locations by not only livening up the location but by increasing earnings.

"All in all, our changeover equipment for modernizing phonographs is doing more than its share to increase phonograph revenue all over the country."

Multiply this
10 to 30 times
on every music location

and you'll understand why **KEENEY WALL BOXES** increase music collections from 200 to 700%

SEND FOR BOOKLET "The Keeney Wall Box Picture"

Sold by all Keeney Distributors and Distributors of Mills Phonographs

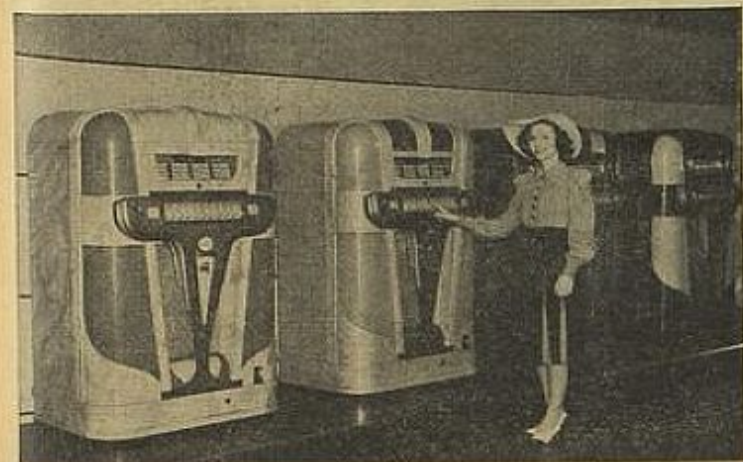
J. H. KEENEY & CO. Not Inc.
2001 Calumet Ave., Chicago

Adaptable to All Models

duced. There is no doubt of its perfect performance and endurance.

"Therefore, to meet the demand of skeptical operators who haven't yet called to see the Empress Point, we are prepared to make an interesting offer which we believe will meet with their approval.

"The Empress Point is guaranteed for 3,000 perfect plays and is so constructed that it will give perfect tone with less record wear because of its round point and the fact that it need not be turned once it is inserted in the tone arm. We are willing for any operator to test this needle and then decide for himself as to its amazing performance."



A PRETTY SOUTH CAROLINA "EMPRESS" says "hello" to the Mills Gold Empress automatic phonograph. Mrs. G. M. Harrison has just pointed out to her operator husband the Empress cabinets she thinks are the best for special locations.

1940 PHONOGRAPH BARGAINS

Wurlitzer 600 \$215.00	Rockola 1939 Deluxe \$180.00	Full Line Wurlitzer Remote Control Equipment.
Wurlitzer Keyboard 600 195.00	Rockola 1939 Standard 175.00	All machines professionally re-
Wurlitzer Standard 600 175.00	Seeburg Regal 169.50	finished, thoroughly cleaned in-
Wurlitzer 24 115.00	Seeburg Gem 135.00	sides and checked and double
Wurlitzer 24A 113.50	Seeburg Royale 130.00	checked mechanically.
Wurlitzer 610 59.50	Wurlitzer 616, 412, P-12 Bri-	Mills Zephyr \$34.50
Wurlitzer 612 35.00	stant Lucite Grill and Illumi-	Deluxe Dancesters 25.00
Wurlitzer P-12 25.00	nated Top Cover \$10.00 Extra.	20-Rec. Capchert, 1937 40.00
Wurlitzer P-10 18.00	25 Cyls.—Add \$5.00.	

Terms 1/3 With Order—Balance C. O. D. Outside U. S.—Cash In Full With Order.

DAVIS SALES CO.

WURLITZER FACTORY DISTRIBUTOR, 105 LEXINGTON AVE., SYRACUSE, N. Y.

LOOK AT THIS PRICE!

WURLITZER 616A-\$59⁵⁰

Single \$10 Extra

ILLUMINATED GRILLS
• PERFECT MECHANICAL CONDITION •
BABE KAUFMAN (CIRCLE 4-1647) 250 W. 54th St., N. Y. C.

TWO WEEKS' SPECIAL

WURLITZER 24s. \$89.50 Each MILLS STUDIO \$49.50 Each

A-1 CONDITION

SOUTHERN AUTOMATIC MUSIC CO.

LOUISVILLE, KY. INDIANAPOLIS, IND. NASHVILLE, TENN. CINCINNATI, O.

Earl Moloney Is Herbert Visitor

CHICAGO, June 1.—Earl Moloney, of the Lake City Novelty Co., Cleveland, and brother of Ray Moloney, was one of the many visitors to the Herbert Corp. in Chicago this past week.

During the visit Moloney was treated to a complete demonstration of Mel-o-Tone by Frank Merkle, sales director of Herbert. Merkle reports: "The demonstration certainly was a revelation to Moloney. While listening to the machine he told me that he thought Mel-o-

Tone had the finest tone of any instrument he had ever heard.

"Mel-o-Tone's splendid tone was only one of the many features that appealed to Moloney. He also expressed admiration for the greatly simplified record-changing mechanism, the mechanism in which the records are never removed from the spindle, and are contained in individual dust-proof compartments, supported on full face at all times.

"The beauty of Mel-o-Tone's brilliantly illuminated and smartly styled cabinet and the quick response of the mechanism, playing records within eight seconds from the drop of the coin, also received his good comments."

**QUALITY COUNTS!
COMPARE THEM ALL AND
JUDGE FOR YOURSELF!**



Complete Parts to Remodel:

	Sample	Quantity
Wurlitzer 616	\$21.50	\$17.75
Wurlitzer 24	21.50	17.75
Rockola Imp. 20	21.50	17.75
Magnificent Dome for Above	17.50	14.50

Wurlitzer 412 Remodeling Parts as Above
Sample \$19.50, Quantity \$16.50.

Write for Colored Circulars.

**STOCK REDUCING SALE ON
REMODELED PHONOGRAPHS**

WUR. 616	\$ 79.50 (Dome Extra)
WUR. 24	134.50
WUR. 412	62.50

**MIRABEN
* COMPANY ***

2041 Carroll Ave. Telephone
C H I C A G O * HAYmarket 2893

**EVERYTHING
YOU WANT
IN AN AUTOMATIC
PHONO NEEDLE**

SAMPLE 35c.

See Your
Distributor
or
Write



THE
ELDEN CO.,
178 W. Wisconsin
MILWAUKEE, WIS.

**EASTERN
FLASHES**

NEW YORK, June 1.—Rain, rain, rain—that has been the main topic of conversation here for the past two weeks. . . . Some well-known names in the business world are rumored to be preparing to enter the automatic merchandising machine industry. . . . Ops who listened in on the Chase & Sanborn program this week got a kick out of the skit Mary Martin and Dick Powell built around their singing of the song *Drop a Nickel in the Slot*.

AROUND THE TOWN

Sol Silverstein, traveling man for Chicago Coin, saw Garcia lose his title last week. Al Kessel, Jacky Sklonick, Phil (Musty) Gould and Al Simon, of savvy, took in the bouts with Sol. . . . Al Simon, incidentally, maintains that Chicago Coin's Sporty is one of the best he's ever seen. "It's my idea of a perfect free-play game for operation anywhere," he states. . . . Willie Blatt, of Supreme Vending, reports his firm is using more games than ever before. . . . Jack Fitzgibbons reports that sales of Bally's Mascot got off to a flying start. "We feel sure it's going to be the biggest hit of the year," he states. . . . Murray Sandow, of Queens Sales Co., is reported to be one of the biggest anti-aircraft machine gun fans in town. . . . Ben Haskell's son will enjoy his Bar Mitzvah this month and Ben is running a "Today I Yama Man" affair. . . . The two Penny Arcades, the Sky-Fighter Building and the Photomatic operated at the New York World's Fair by International Musicop are getting a big play, according to reports. Keeping an eye on these operations plus the rush at the factory is keeping President Bill Rabkin on his toes these days.

MEN AND MACHINES

"Demand for Stoner's Brite Spot is just as strong today as when it was released weeks ago," says Hymie Budin. . . . Dave Simon reports plenty of action of Keeney's anti-aircraft Machine Gun and Remote Selector Wall Boxes. "It's a great business when you can show ops how to save money on old equipment and still boost collections with new Wall Box installations." . . . The fact that National Novelty will even repaint used games to make them look 100 per cent is hailed by President Earle C. Backe as the reason for the compliments they receive on the superior quality of their reconditioned equipment. "Between the rush for Mills Empress and Remote

Selector and Bar Box, Gottlieb's Drum Major, our new phone needle and used equipment sales, our offices are a madhouse these days," declares George Ponsner. . . . Mike Munves declares the demand for Penny Arcade equipment so far this year has exceeded his pre-season estimates by 1,000 per cent.

JERSEY JOTTINGS

Newark boys are getting plenty of action now that new games are coming in so fast. . . . Jack Berger, of Newark Coino, reports having received 10 fan letters, and all of them violet scented, since his picture appeared in *The Billboard*. . . . Joe Lester, seen buying games at Royal Sales this past week. . . . Al S. Cohen, of Asco, reports an unusual demand for used vendors. . . . Over at Ponsner's place, Irv Morris claims the six words, "We are delivering Chicago Coin's Sporty," were good news to all ops in his territory last week. . . . Irv Crossin maintains every time he puts an ad in *The Billboard* he gets cleaned out of all his used games. . . . Jack Kay, of Ace Distributors, reports his customers are doing a big job with Genco games.

FAST FLASHES

Big turnout of ops at Modern Vending Co. showrooms to look over the Wurlitzer remote control equipment. . . . Sam Sacha, of Acme Sales, reports he's writing a technical article on the phono remodeling business. . . . Bert Lane, of Seaboard Sales, says he can't supply the demand for Genco games no matter how hard he tries. "They're red-hot money-makers," he says. "The 1940 Evans Ten Strike is still the best of legal money-makers," says Bill Alberg and Charley Aronson, of Brooklyn Amusement Machine Co. . . . To enable production to catch up with sales, DuGrenier Sales Corp. reports it is planning to work a double shift on its Champion cigarette machine. Walter H. Mann, president of the firm, has been scouting around the country for closing deals. . . . Things are popping fast over at D. Robbins & Co. Dave Robbins says Cent-a-Tune and Derby Vender are clicking strong.

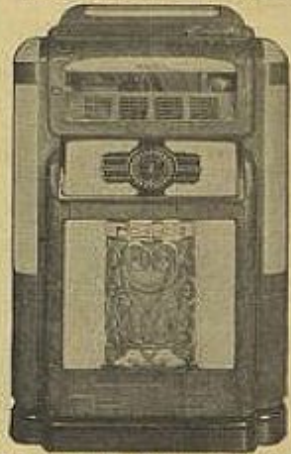
FROM ALL AROUND

A mighty proud daddy was Joe Ash, of Active Amusement, when he took his new son home from the hospital this week. Joe now only has seven more boys to go for a baseball team. . . . Roy McGinnis, of Baltimore, says the orders Harry Brown and Ray Heffernan are shooting in from out on the road are keeping him busier than ever. . . . Al Bodstein, of Arco, Philly, is reported going great in the jobbing business. . . . Irving Blumenfeld, of General Vending Service Co., Baltimore, says his firm is taking it easy in the jobbing biz but going ahead every day. . . . Monto



NEWLY APPOINTED WURLITZER WEST COAST DISTRIBUTORS, Art Freed and Al Goldberg, pen their signature to the paper that makes the California Simplex Distributing Co. representatives of Wurlitzer in Los Angeles and San Francisco. Wurlitzer District Manager Bill Simmons looks on. Sales Manager Mike Hammergren made the announcement from North Tonawanda, N. Y., last week.

**MONEY BACK GUARANTEE
IF THESE AREN'T THE
FINEST QUALITY
PARTS YOU'VE EVER RECEIVED**



PRICES SLASHED

For Complete Sets of Parts To Remodel

WURLITZER 616, \$16.80

(Dome \$7.25 Extra)

WURLITZER 24, \$17.20

(Dome \$7.25 Extra) (Base \$6.80 Extra)

WURLITZER 412, \$13.60

SEEBURG REX, \$22.95

WRITE TODAY for Circulars and Prices of Newly Remodeled Phonographs!

1/2 With All Orders, Balance C. O. D.

ACME SALES CO.

1775 Coney Island Ave., Brooklyn, N. Y.

625 Tenth Avenue, New York City

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

Spiegel, manager of the Philly office of B. D. Lazar & Co., reports demand for Gottlieb's Drum Major and Skee-Kall-Elte is growing more and more every day.

**Keeney Tells Tall
Wall Box Story**

CHICAGO, June 1.—"With all due respect to Aladdin and his lamp, I've got a hunch that somewhere along the line Aladdin traded in his lamp for wall boxes," jokes J. H. (Jack) Keeney, whose concern, J. H. Keeney & Co., makes the Keeney Wall Box.

"I'll admit Aladdin's lamp had its good points, but only wall boxes could produce the kind of money Aladdin & Co. are reputed to have socked away."

"These wall boxes have opened the eyes of every music operator. No one would have believed that making music more accessible on a location would jump collections 200 to 700 per cent."

"Our Keeney Wall Boxes are adaptable to all makes and models of phonographs. We employ the direct-wire principle, the size of the connecting cable being about that of a soda straw."

Charley Mayer says

PICK 'EM OUT BOYS—THEY'RE REAL BUYS!



And don't forget, we carry complete lines of NEW machines. Buy from ALLIED and you buy right!

FREE PLAY GAMES

Table listing various free play games and their prices, such as Congo \$59.50, Triumph \$7.50, etc.

PAYOUT TABLES

Table listing payout tables for various games like Scabbles, Trickshots, etc.

PHONOGRAPHS

SUPER-SPECIAL!!!

Like New, Rockola 1939 Deluxe Luxury Lite-Up.. \$174.50

Table listing various Rockola and Wurlitzer models and their prices.

MISCELLANEOUS

Table listing miscellaneous items like Crows 10 Service, 1939 Model, etc.

Headquarters for PHOTOMATIC—SKY FIGHTER and ARCADE EQUIPMENT

Allied NOVELTY COMPANY

Phone: Capital 4747 3520 W. FULLERTON AVE., CHICAGO

PAYS FOR ITSELF IN LESS THAN 30 DAYS Operators Say



Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Play-Proof Charts — Holds \$20.00 in Pennies.

GET SAMPLE NOW 1/3 With Order. Balance C. O. D. \$9.75 HOLLY MANUFACTURING COMPANY

GRIP SCALE Approved by

TORR 2047A-SO. 68 PHILA., PA.

Write for Illustrated Circular & Terms. NATIONAL DISTRIBUTOR

21 Wurlitzer 500s, with Keyboard Guaranteed Like New

While They Last \$179.50

1/3 Deposit With Order

GERBER & GLASS

914 DIVERSEY CHICAGO

WURLITZER 616 \$50.00 ILLUMINATED GRILL

Rock-Ola Standard \$129.50

1939

51 MONARCHS

20 RECORD, LIKE NEW \$89.50

Walling Rolatop \$14.95 10c & 25c Play Guaranteed

Pre-Memorial Day Business Excellent

CHICAGO, June 1.—Al Stern, of the Monarch Coin Machine Co., reports that the pre-Memorial Day business has been one of the finest that his firm has enjoyed in years.

"Behind the terrific buying is the fact that this year's holiday is for many people a four-day holiday, inasmuch as many firms gave employees Thursday, Friday and Saturday off.

"In order to get good dependable machines, capable of taking a large play over this week-end, many operators purchased Monarch reconditioned machines on which the only servicing necessary will be to make collections. Business continued strong right up until Memorial Day because Monarch has and will continue to have the fastest delivery system possible.

"The lengthy holiday is a good thing for the entire coin machine industry, including operator, distributor and manufacturer. The operator will make more over the week-end, he will buy more new machines from the distributor, thus increasing factory production. On this I base my prediction that the industry is in for bigger and better days following Decoration Day. We're ready with a complete stock."

'39 Liquor Revenue Over \$1,000,000,000

WASHINGTON, June 1.—Public revenues from alcoholic beverages totaled more than \$1,000,000,000 in 1939, bringing the total return to federal, State and local governments since repeal of prohibition in 1933 to more than \$5,000,000,000.

These figures on liquor taxes were released by the Distilled Spirits Institute, Inc., in its annual report for 1939. The government's "take" on alcoholic beverage sales amounted to \$1,010,384,672 in 1939.

Table: Alcohol Taxes by Years. This compares with the following figures for other years since repeal in 1933: 1933: \$ 29,704,194; 1934: 593,566,164; 1935: 734,037,878; 1936: 932,145,167; 1937: 1,021,135,100; 1938: 947,272,086; 1939: 1,010,384,672.

Total \$5,269,150,261 The 1939 total was derived from the following sources: Federal internal revenue and import duties, \$635,786,935; State alcoholic beverage control revenue and sales taxes, \$311,761,838; local alcoholic beverage control revenue, \$32,895,900, and miscellaneous business and property taxes (estimated), \$30,000,000.

Six States Top \$20,000,000 State and local liquor revenues surpassed \$20,000,000 in six states: New York, \$44,709,007; Pennsylvania, \$36,153,934; Ohio, \$33,185,914; Michigan, \$24,648,058; California, \$21,997,220, and Illinois, \$25,127,496.

State and local revenues increased \$26,810,909 over those for 1938 and federal liquor revenues rose \$36,296,677.

FORTUNE TICKET SCALES EARN GREATER PROFITS



The Pace Card-O-Scale is priced at a fraction of the cost of ordinary ticket scales, which makes it easy for you to have the greater profits made by ticket scales.

Pace Precision built mechanism your assurance for years of service.

Write today for Illustrated Circular and Prices

PACE MFG. CO., Inc. 2907 Indiana Ave., Chicago, Ill.

MILLS FREE PLAY

1-2-3 ANIMAL REELS...\$65.00

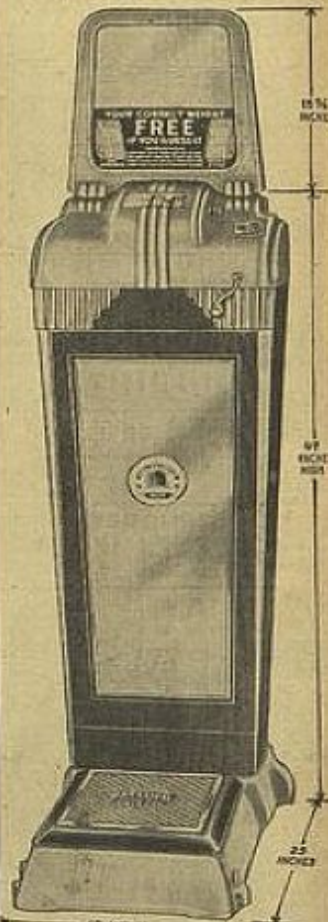
Table listing prices for various game machines like Paces Races, Red Head Track, etc.

Automatic Coin Machine Corporation 340 Chestnut St., SPRINGFIELD, MASS.

Sebring Invites Out-of-Towners

CHICAGO, June 1.—According to Al Sebring, many visitors to Chicago are making Grand National Sales Co. their headquarters during their stay in this city. "We are happy to invite our friends and customers," said Al Sebring, "to make use of the facilities of our place of business while they are here in Chicago. Most everyone has letters to write, telephone appointments to make, and requires a place to meet his friends, so we take great pleasure in having out-of-towners feel that Grand National Sales Co. is their Chicago headquarters."

\$10.00 DOWN Balance Monthly



NEW GUESSING SCALE Operates Automatically Does Not Require Electricity No Springs--Balance Weight 30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO. 4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1859—Tel.: COLUMBUS 2770 Cable Address "WATLINGITE," Chicago



GUY NOEL

SAYS— "I'll be glad to send you complete data on our New, Big Money-Making 1940 GUYNO Games. Sole Manufacturer offering 100% UNION MADE GAMES

Manufacturers of the Largest Variety Line of Sales Cards, Jar Games, Whirling Derby Games, Baseball Daily and Weekly Series, Tip and Jack Post Games. UNION LABEL PRINTED ON ALL GOODS GAY GAMES, INC. MUNCIE, INDIANA

Both Mac Charvris and Al Sebring, head of Grand National, are anticipating a great many of their old friends, now that the resort season is on, and are looking forward to a busy summer greeting their many friends who will come from all over the country.

TAKE ADVANTAGE OF OUR OVERSTOCK!

5 BALL FREE PLAY CONVERTIBLE NOVELTY GAMES	Genco's Lucky Strike BOWLING GAME CONSOLE USED 3 WEEKS \$59.50
FIVE IN ONE FREE PLAY \$79.50	SCIENTIFIC GAMES SKEE JUMP BOWLING GAME \$49.50
FLAG SHIP LIKE NEW \$42.50	
ALI BABA F.P. \$39.50	
SCOOP F.P. \$37.50	
ROCKOLA VERY CLEAN WORLD SERIES \$55.00	
FLASH F.P. \$22.50	
ZIP F.P. \$22.50	
JUMPERS F.P. EXCEPTIONALLY CLEAN \$32.50	
DANDY BRAND F.P. \$29.50	
REBOUNDS F.P. REBUILT BACKBOARDS \$27.50	

25 SQUARE BELLS JUST LIKE NEW \$69.50

THRILLER F.P. \$32.50	YOU CAN BUY ANY OF THESE FOR BALLY ENTRY MILLS BIG RACES BALLY FLEETWOOD MULTIPLE RACES PARLEZ VOUS THOROUGHLY RECONSTRUCTED \$10
GOLDEN GATE \$27.50	SPORT PAGE \$42.50
GENCO STANDARD MODEL LUCKY STRIKE \$29.50	1-2-3 REVERSED REELS BALLY PAY-OUT UNIT \$19.50
BALLY SCOOP \$37.50	KEY DAY DERBY TIME MULTIPLE HANDICAPPER STABLES EACH \$15.00

EVANS-1939 10 STRIKE ALLEYS (LATE) \$99.50

SEEBURG CHICKEN SAM BALLY BULLS EYE \$109.50

ACME NOVELTY CO.
1124 HENNEPIN AVE. MINNEAPOLIS, MINN.



TREMENDOUS

IMP is worth its weight in gold to thousands of operators who are delighted with its tremendous earning power. Unsurpassed in elegance, player appeal, reliability. Only \$12.50 each, case of six for \$67.50.

GROETCHEN TOOL CO.
130 N. UNION STREET, CHICAGO

IMP \$12.50 Each **6 For \$67.50**

Your Choice
FRUIT REELS CIGARET REELS NUMBER REELS
1/2 Cash With Order.
NATIONAL DISTRIBUTOR

RUSH YOUR ORDER TO TORR 2047A-50, 68 PHILA., PA.

Up Chicago Coin Sparty Production

CHICAGO, June 1.—"Production has been stepped up on Sparty and shipments are going out as fast as possible," is the announcement being forwarded to distributors from the offices of the Chicago Coin Machine Mfg. Co., according to the firm's heads, Sam Gensberg and Sam Wolberg.

"Demand in every section of the country," they report, "indicates good days are here for operators. Production and shipping forces have been augmented at our factory and we hope to catch up with back orders shortly."

"According to reports from various sections, Sparty is proving to be one of the top earning free play games available. Play appeal is said to have centered towards the thrilling new action of Sparty—making it the center of attraction on most locations."

"We regret any inconvenience caused operators in delay on receiving their shipments of Sparty. However, we offer the consoling thought that once these operators get the game on location, they'll be able to make up for lost time."

Liquormen Aid Red Cross Fund

CHICAGO, June 1.—L. A. Weiss, general manager of the Pioneer Atlas Liquor Co., Chicago, has accepted the chairmanship of the Alcoholic Beverages Division in the campaign of the Chicago Chapter, American Red Cross, to raise its \$1,000,000 quota in the nation-wide \$10,000,000 Red Cross war relief fund appeal.

The entire liquor industry has gathered in back of the campaign and it is expected that all quotas will be easily made.

In the May 25 issue of *The Billboard*, Walter W. Hurd, in his editorial "Red Cross," urged that the coin machine industry ally itself with this worthy cause. Hurd pointed out that the coin machine industry has a large percentage of ex-service men and as such they are familiar with the good work done by the Red Cross.

10 FOR ONLY \$275.00 AND 50% of YOUR PURCHASE PRICE BACK IN 90 DAYS!

Clean up with MARVEL for 90 Days! If at that time you want to trade them in to us we'll be happy to give you 50% of your original purchase price.

ONLY ON... MARVEL

WORLD'S FINEST AND SMALLEST TOKEN PAYOUT COUNTER GAME

Sample \$32.50 Ball Gum Vendor Model as Shown, \$2.00 Extra
1/3 WITH ORDER, BALANCE C. O. D.

M. Y. BLUM V. CHRISTOPHER J. A. PASSANANTE

AJAX NOVELTY COMPANY
2707 WOODWARD AVE., DETROIT, MICH.



AL ANDERSON, proprietor of the Anderson Amusement Park, Selma, Calif., recently purchases a concession of Exhibit Arcade Bowling Alleys for his park, it is reported by the Exhibit Supply Co., Chicago.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

ATLAS GIVES YOU SOMETHING EXTRA

PHONOGRAPHS
 Rebuilt for EXTRA Savings,
 EXTRA Earnings!

- | | |
|--|---------|
| Seeburg Model A, 12 Records | \$29.50 |
| Seeburg Model B, 12 Records | 32.50 |
| Seeburg Model C, 12 Records | 34.50 |
| Seeburg Model D, 12 Records | 39.50 |
| Seeburg K20, 20 Records | 98.50 |
| Seeburg Royal, 20 Records | 105.00 |
| Seeburg Royal, 20 Records | 109.00 |
| Seeburg Royal, 20 Records | 149.00 |
| Seeburg Casino, 1939, 20 Records | 169.00 |
| Seeburg Plaza, 1939, 20 Records | 225.00 |
| Seeburg Classic Marbled, Floor Sams | |
| 194, 20 Records | 194.50 |
| Wurlitzer 800, 12 Records | 32.50 |
| Wurlitzer 812, 12 Records | 39.50 |
| Wurlitzer 815, 12 Records | 39.50 |
| Wurlitzer 411, 12 Records | 69.50 |
| Wurlitzer 618, 12 Records, Sides and Front | 99.50 |
| Wurlitzer 216, 12 Records | 115.50 |
| Wurlitzer 218, 24 Records | 175.50 |
| Wurlitzer 800, 20 Records | 34.50 |
| Wurlitzer Counter Model G1, 12 Rec | 34.50 |
| Wurlitzer Zenith | 99.50 |
| Mills De Re Mi | 25.50 |
| Rock-Ola Regular | 25.50 |
| Rock-Ola Monarch, 20 Records | 99.50 |

ATLAS NOVELTY CO.
 THE HOUSE OF FRIENDLY PERSONAL SERVICE™
 Associate Office: Atlas Automatic Music Co., 2882 E. Jefferson St., Detroit, Mich.

PAY TABLES at EXTRA Low Prices!

Grandstand \$80.50	Dead Heat (Jackpot) \$77.50
Hawthorne 72.50	Derry Time (6-coin multiple) 44.50
Thistledown 77.50	
Peashearn 17.50	

EXTRAORDINARY VALUES!
1939 WURLITZER

MODEL 600-A, Sing Proof, Like New	\$159.50
SEEBURG Chicken Barn	RAYOLITE \$99.50
Reconditioned Like New	
BALLY'S 5-Ball Free Play	DANDY \$39.50
Brand New in Orig. Crates	
WURLITZER 616	\$69.50
EVANS TEN STRIKE	\$117.50
1939 MODEL EXHIBIT'S VITALIZER	
Factory Rebuilt	\$44.50

1/3 Deposit, Balance C. O. D.

Write today for complete bargain guide of FREE PLAYS, PAY TABLES, CONSOLES, SLOTS, COUNTER GAMES and PHONOGRAPHS. Largest selection guaranteed mechanically perfect—re-finished like new.

2100 N. WESTERN AVE., CHICAGO, ILLINOIS
 1001 Fifth Ave., PITTSBURGH
 308 E. Jefferson St., DETROIT, MICH.

Ad Correction

In the issue of June 1, under an advertisement by Budin's, Inc., Brooklyn, a game known as Variety was listed wrongly at \$28. This should have been listed as Fantasy, free play, \$28.

New Skee-Ball-Ette Setting Records

CHICAGO, June 1.—“From operators in all parts of the country come the reports about the collections from the new Skee-Ball-Ette, which in many locations are reaching record-breaking figures,” say officials of D. Gottlieb & Co.

“As an illustration, machines on location in a territory close to Chicago are taking in as much as consoles and bell machines. The result is that we are receiving large quantity reorders from operators who have tried one machine and now can't seem to get enough of them.”

“The new model Skee-Ball-Ette has the brand-new money-making feature of Oh! Johnny, which many operators hail as the greatest recent improvement in coin machines. Once they try it and see the enormous earning possibilities this



BAKER'S PACERS
 Aristocrat of Consoles!
 A proven money-maker for operators who demand high-class games for consistent profit! Streamlined, modern, 1940 features, absolutely unequalled! 7-Coin Play! Equipped with Flashing Odds.
THE BAKER NOVELTY CO., Inc.
 2626 Washington Blvd., Chicago.

- LATE MODEL GAMES BARGAINS**
- | FREE PLAY | NOVELTY |
|-----------------------|-----------------------|
| Box Baseball \$32.50 | Airport . . . \$11.00 |
| Big Town . . . 52.50 | Champion . . 12.50 |
| Big Six 25.50 | Flash 10.00 |
| C. O. D. . . . 35.50 | Let-a-Fun . . 12.00 |
| Commodore . . 43.00 | Lucky 22.50 |
| Fantasy . . . 29.50 | Mr. Chip . . . 29.50 |
| Follies 41.00 | Pick 'Em . . . 17.50 |
| Headliner . . 17.50 | Spot 'Em . . . 10.00 |
| Home Run . . 98.00 | Yoozer 11.00 |
| Let-a-Fun . . 17.50 | Variety . . . 10.00 |
| Lucky Strike . 29.50 | Watusi 17.50 |
| Super Charger 32.50 | PITCOL-AST |
| Thriller . . . 17.50 | Challenger, 18.50 |
- Following Novelty Only \$9.00 Each: Box Score, Calif., Chevron, Expedition, Miami, Peggy, Snooks, Side Kick, Sal Hi, Scop & Gr. 2 1/2 (Exhibits).
 1/3 Cash Deposit, Under \$15.00 Full Cash. For Exact Cash: "Colonial", N. Y.
- MARC MUNYER, INC.**
 335 West 127th St., New York, N. Y.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Now!
A BELL MACHINE for
Free Play
TERRITORIES



★ Here's the news you've waited for— Now a bell machine that has been approved by the Superior Court of one of our largest states — It's Jennings Modern Vendor. The machine has no payout — awards are made in free plays — one roll of mints vended with each coin played.

Think of the tremendous profit opportunities for Modern Vendor in your territory. Investigate this sensational machine today.

O. D. JENNINGS & COMPANY
 4309 W. Lake St. • Chicago, Ill.

Custom Built—Modern Vendor is a custom built machine. Entire mechanism is contained in cabinet. It's the only machine of this type that can be operated on the counter or on a stand.

A Bell Machine—While a bell machine, Modern Vendor has no payout. All awards are made in free plays. Vends roll of mints for each coin played. Has three columns of mints.

Big Selection—Playability. Modern Vendor is equipped with both National slug rejector and a special coin detector showing last 3 coins played.

Famous Chief Mechanism. Conceded by operators everywhere as the most dependable, smoothest operating mechanism made.

Now is Full Protection. We are already making large shipments on Modern Vendor. To avoid disappointment wire your order immediately.



new idea opens to them they rush orders for more and more machines, at the same time urging extra speedy delivery. The popularity of Skee-Ball-Ette is growing by leaps and bounds and ops on the lookout for a hot new money-maker are finding Skee-Ball-Ette the answer to their ardent hopes.”

"IMMEDIATE DELIVERY"

Mercury
TOKEN PAYOUT

"MERCURY MAKES MORE MONEY"

It is the experience of all successful operators, and YOU GET MORE FOR YOUR MONEY IN MERCURY, a classy streamlined cabinet a constant speed clock-motor, positive payout, of award tokens.



Manufacturer's Finish. MERCURY, built by Grootchen, the inventor of Token Payout Games.
 AVAILABLE 1c PLAY OR 5c PLAY
 SMALLEST COUNTER MACHINE
 LARGEST CASH BOX
Price \$32.50
 Terms—1/3 Deposit With Order, Balance C. O. D.

Ohio Specialty Company
 12 W. Court St., Cincinnati, Ohio,
 or
 539 S. Second St., Louisville, Ky.



KEENEY'S ANTI-AIRCRAFT GUN DEPARTMENT looks as if it were geared up to war-time production, report Keeney officials. Above is a section of the production line showing finishing touches being put on a battery of the target device.

Chicago
Coin's
SPORTY
Selling so fast
it **MUST**
be good!

BILL FREY'S PROFIT ROLLERS



COLOR ROLL based on OWL CUBE game—two sizes, 12x12 at \$17.50, 12x18 at \$27.50; beautiful colors, all screen on glass—cheatproof.

Designed for operators to be operated, not to be sold to the location.

Phone, Write or Wire
BILL FREY, INC.
MIAMI, FLA.
Cable address "Billfrey"

50% BACK IN 90 DAYS!!
ONLY ON . . .

MARVEL

Buy MARVEL Today!! If you want to return it to us after 90 DAYS of exciting, money-making operation we'll be happy to give you 50% of your original purchase price. PHONE! WIRE! ORDER NOW!!

10 FOR ONLY \$275.00
SAMPLE \$32.50

BALL GUM VENDOR MODEL S2 EXTRA
1/3 With Order, Balance C. O. D.

ATLAS NOVELTY COMPANY

General Offices: 2200 N. WESTERN AVE., CHICAGO, ILL.

1901 Fifth Ave., Pittsburgh, Pa.

Associate Office: Atlas Automatic Music Co.,
2282 E. Jefferson St., Detroit, Mich.



MAJOR LEAGUE BASEBALL

America's Double Header Game!
THE OPERATOR'S DOUBLE PROFIT GAME!

Order Today!

WESTERN PRODUCTS, INC.

925 W. NORTH AVE.

CHICAGO, ILLINOIS

Monarch Quality Equipment

LEGAL EQUIPMENT

Rockola World Series, Clean & Mechanically Perfect, \$49.50	Western Baseball, Free Play and Payout Combination, Like New, \$99.50
Rockola Tom Mix Radio, 47.50	Daryl Bumper Bowl, 7 ft. 39.50
Rifle, 110.00	Seiburg Hockey, 16 or 20 ft., 22.50
Bally Bull's Eye, 47.50	

COUNTER GAMES

Groetech, Mercury 1c \$19.50	Bally Gum Fun, \$ 5.00	Track Reel, \$ 5.00
Groetech Ginger, 1c 19.50	Little Poker Face, 7.50	Reel Spots, 5.00
Groetech Sparks, 1c 19.50	Jennings Penny Play, 7.50	Reel Dice, 5.00
Baker Pick-a-Pack, 10.50	Jennings Club Vendor, 14.50	Daryl Reel, 5.00
Bally Mill Wheel, 7.50	Dances Wild, 7.50	Daryl Ball Slide, 4.50
Gottl. Daily Races, Jr., 5.50	Groetech 21, 6.50	Punch-a-Ball, 3.75
Bally Nugget, 5.00	Groetech H. Slater, 6.50	Reel 21, 5.00

1c Foote's Counter Game Token Payout Gum Vendor, in Original Cartons, Limited Quantity Available, \$17.50

Beautiful Light Up Phonograph Drills—Specifically Made for 412-616—\$6.50

Rockola Imperial 20, \$6.50

Jennings Gipsoria XV Model, Like New, \$69.50

Write for Complete List—Free Play Novelty Games—Consoles—Counter Games—Phonographs—Slots. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

New Western Game Passes All Tests

CHICAGO, June 1.—"Primary test of any machine is the response of operators to the announcement of its placement on the market," opines Sales Manager Don Anderson of Western Products, Inc. "I am proud to say that operator response to our latest release, Major League Baseball, has been entirely satisfactory.

"The secondary test is the report from operators of its performance on location. These reports were not far behind operator response to announcement. Immediate shipment by us upon receipt of order and immediate placement on location by operators have resulted in fine location reports of earning ability and mechanical perfection. One outstanding feature which has been noted by all commentators is that Major League Baseball's scoreboard, because of its lighting, is visible for over 30 feet.

"Third test of a coin machine comes from its longevity. Naturally, since it's a new game, we can't declare that it will last five years or ten years, but the results on the first two points indicate that it will be around for a long, long time.

"As for appeal, when a player ties the home team score, which changes every game, he gets two free games. For every run he scores after that he gets two free games. When the variable home team score comes up in red, all awards are doubled. All scoring is flashed onto the big light-up backboard glass for everyone to see. Major League Baseball is really a players' game—and because it is, it is a big money-making operator's game."

Photomatic-ists Want To Be Alone

NEW YORK, June 1.—At last year's World's Fair Photomatic provided pretty attendants for every Photomatic picture-

16 MM
3 Minute Movie
Shorts!

Novelty
Singing
Comedy
Bands
Dancing
Tease
Etc.

Reel
Entertainment!
At Very Reasonable Prices

MUSICAL
SHORTS, LTD.
8066 Beverly Blvd.,
Hollywood, California

taking machine they operated, both in their Photomatic arcade and in individual locations throughout the grounds. Patronage was good.

At this year's fair Photomatics experimented by leaving the Photomatics unattended, with just the usual display signs. And patronage is tremendous—three times as good as in '39.

Can it be that Mr. and Mrs. America prefer working the simple yet fascinating automatic picture-taking machine themselves—or does too much front (the attendants) make them price-feeing—or do they just want to be alone?

NATIONAL'S VALUES

FREE PLAY NOVELTIES

Mills 1-2-3	Variety	\$38.00
Am. Char.	Rebounds	37.00
Superchargers	Domestics	36.00
Colies of 60	Bases	35.50
Super Sides	Reports	35.00
Gettlib Big	Fairs	28.00
Shores	Avaloes	27.50
Gettlib Bowl	Maces	27.50
ing Alley	10th Inlines	27.50
Oh Boy	Risks	24.50
Mr. Ohio	Bubbles	23.50
Punches	Pyramids	22.50
Nippers	Big Features	22.50
Bally Score	Chubbys	22.50
Big Sides	High Lines	22.50
Pick 'Em	Loops	18.50
Lite-Funs	Gun Clubs	18.00

COUNTER GAMES

Sparks, 5c	Gingers, Token	
Play	Play	\$12.50
Counter Kings	Fruit Kings	10.00
(New)	Mercury 10 Dis-	
	crest Mod.	16.00

SLOTS

Cherry Balls, 5c, over 400,000	\$44.50
Melon Balls, 5c, over 400,000	42.50
Wide Side Fronts, 5c, Late Ser.	35.00
Mills Vest Pockets	27.50

1-BALL AUTOMATICS

Grandstands	\$79.50
Thru-downs	69.50
Sport Pages	59.50

PHONOGRAPHS

Rock-Ola '39 De Luxe, Used	\$189.00
Rock-Ola '39 Standard, Used	179.00
Rock-Ola '39 Counter Models (Cash Deal)	135.00
Rock-Ola Imperial 20s with Grilles	69.50
Seaburg Royal, 20 Record	89.50
Seaburg Rev., 20 Records	89.50
Wurlitzer 616-A's with Grilles	68.00
Wurlitzer 24 & 24-A's	132.50
Wurlitzer 612-A, 12 Records	39.00
Wurlitzer 312s, 12 Record	32.50
Rock-Ola Ambassadors, 16 Record	48.00
Rock-Ola Standards, 12 Record	39.00
Rock-Ola Monarchs, 20 Record	39.00

MISCELLANEOUS

Chicago Sam, Late Ser.	\$100.00
Devil Summer Bowling	29.50
Evans 10 Strikes, '39 Models	100.00
Bally Ailers, '39 Models	59.00
U-Skillit Number Bowling	22.50
Escholt Vitalizers	45.00
Tom Mix Billie	45.00
Bally Lucky Strike	69.50
Bally Eagle Eyes	59.50
World's Series, '37 Models	48.00

TERMS: 1/3 Deposit, Balance C. O. D.
F. O. B. Chicago.
NATIONAL COIN MACHINE EXCHANGE
1411-12 Diversy Blvd., Chicago, Ill.

Farmer's Income Rises Over 12%

WASHINGTON, June 1.—The Department of Agriculture reports that farmers in the United States received a cash income of \$2,915,000,000 in the first four months of this year, or 12 per cent more than in the same period last year. This consisted of \$2,258,000,000 from the sale of products and \$657,000,000 from government benefit payments, against \$2,059,000,000 and \$282,000,000, respectively, last year.

Income in April was reported at \$625,000,000, compared with \$568,000,000 in April last year. The department said the increase, which was greater than normal, was due to larger returns from cattle, wheat, truck crops, strawberries and tobacco.

The department explained that the January-April income report did not reflect recent sharp declines in prices of grains and cotton. It said these losses, which did not occur until after Germany had invaded the Low Countries this month, were not likely seriously to affect the level of farm income in May, since May marketings of these products were relatively small.

The January-April income last year and this, respectively, by major classes included, in thousands of dollars:

Item	1940	1939
Grains	\$256,000	\$327,000
Cotton and cottonseed	60,000	66,000
Fruits	73,000	70,000
Vegetables	160,000	161,000
Tobacco	56,000	74,000
Meat animals	683,000	712,000
Dairy products	425,000	470,000
Poultry and eggs	192,000	191,000

Retail Indie Trade Up 3.3%

WASHINGTON, June 1.—A 3.3 per cent gain in the retail trade of independent stores in April as compared with the same month in 1939, the Commerce Department reported today. Sales for this April totaled \$237,913,621, against \$230,224,308 in April 1939. Sales volume, however, showed a decline of 0.8 per cent, from March.

The Commerce Department reports were based on reports from 22,974 independent retail stores in 34 States.

Twenty-seven of the 34 States reported April sales above those of a year ago, while seven reported declines. Highest gains in the period under review were registered in Florida, 17 per cent; Illinois, 11 per cent; New Hampshire, 8 per cent, and Nevada, 7.5 per cent.

The South Atlantic States reporting—Florida, Georgia and South Carolina—showed the greatest relative increase with 9 per cent. A 5.5 per cent increase was registered in the East North Central States of Illinois, Indiana, Michigan, Ohio and Wisconsin, while the Pacific States of California, Oregon and Washington participated in a 3 per cent increase. The Mountain States of Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming showed an increase of 1.9 per cent in the period under review.

States not included in the report were New Jersey, New York, Minnesota, North Dakota, South Dakota, Delaware, Maryland, North Carolina, Virginia, West Virginia, Kentucky, Mississippi, Tennessee, Louisiana and the District of Columbia.

Take a cue

Rotation

HIGH SCORE

(\$9950)

BY STONER

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.
BUFFALO'S
distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines of Leading Manufacturers.
A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

We've Got... MARVEL
WORLD'S FINEST TOKEN PAYOUT
\$3250 With Ball Gum Vending
Rush Us Your Order...
H. G. PAYNE COMPANY
312 Broadway, Nashville, Tenn.

PACES RACES, \$69.50
Brown Cabinet, Serials over 5,000
1/3 Deposit
WANT MERCHANTMAN DIGGERS
MT. ROYAL NOVELTY, Inc.
306 E. Baltimore St., Baltimore, Md.



MICHIGAN OPERATOR enters his two lucky mascots in Bally Mfg. Co.'s Lucky Mascot Prize Contest, in which \$300 in cash prizes will be awarded. The contest closes June 15.

PLENTY ON THE BALL!



HOT STOVE LEAGUE
An old American pastime presented in "the modern way." NEW EXCITING... PROFITABLE... A convenient cents way to take in more \$\$. More action... more fun... more profit.
Takes in \$80.00. Aver. Profit \$26.66. WRITE FOR DETAILS.

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILLINOIS

FREE PLAY EVERY MACHINE LISTED GUARANTEED PERFECT AS TO CONDITION AND APPEARANCE

Big Six	\$27.50	Fantasy	\$27.00
C. O. D.	28.00	Lancer	39.00
Flagship	34.00	Supercharger	34.00
Headliner	30.00	Twinkle	13.00
Variety	12.00		

1/3 With Orders, Balance C. O. D.



BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: RE-8-0140

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Exhibit's **WINGS**



**FUN to PLAY
HIGH SCORE
ACTION GAME**

**SIMPLE and EASY
TO UNDERSTAND**

**NEW REVOLUTIONARY
FEATURES
NEW SENSATIONAL
BOOSTER
SCORING UNIT
with
ENTIRELY NEW
ACCUMULATIVE
SCORING ACTION**

MECHANICALLY PERFECT

**• PROPERLY SCORED •
• LOCATION TESTED •**

A PROVEN MONEY-MAKER

FREE PLAY **10¢** **CONVERTIBLE**

Order from Your **104⁵⁰** *Distributor Now!*

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO



**WONDER 3 BAR
JACKPOT F-5280**

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$1.88 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at \$2.40
1200 hole F-5275-Horses at 2.85
800 hole F-5270-Pocket Dice at 1.76
720 hole F-5255-Pocket Jack at 1.41
600 hole F-5305-Royal at 1.59

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

**Canadian Dollar
Drops; Advantage
For U. S. Tourist**

CHICAGO, June 1.—A new impetus toward summer traveling to Canada was seen this past week with the Canadian dollar dropping to a new low. The new quotations give the American tourist greater buying power in the Dominion. It is thought that this will influence many Americans to journey to Canada, providing prevailing

condition of free and unhampered entry continues.

The Canadian dollar dropped to a record low on the foreign exchange market. It was off 1/4-cent to 77 1/2 United States cents, the Dominion unit for the second time this week sold at the lowest price in modern financial history.

Money dealers commented on the weakness of the dollar in view of small gains in other Allied currencies. The British pound 3/4 of a cent and the French franc .01 of a cent.

Official Canadian Control Board rates for United States dollars: Buying 10 per cent premium, selling 11 per cent premium, equivalent to discounts on Canadian dollars in New York of buying 9.91 per cent, selling 9.09 per cent.

**WE WILL TRADE
or Sell**

0 Late Model Bally Alleys	150 Jennings Flash- ing Tops	25 Eveready 4-0ct. Vendors, 1c
25 Bally Hot Vendors	6 1939 Evans Ten Strikes	25 Autolites 5-0ct. Vendors, 1c
2 Tom Mix Rifles	12 Chicken Bams, with bases	12 Bally Baby, Cigarette racks
1 Bang-a-Boo, with ammunition	1 Seeburg Rayette	1 5c Evans Keens, payout
15 Mason Mint Vendors	Photomatics, Seratops, Mills Square Built, Gingers, Sparks, Mercurys, 1938 Track Times, Triphs Enters, Sport Pages, Grand Stands, Hockey Games, Exhibit Merchandise Dippers. Write us what you have to dispose of.	2021-D Prospect Ave., CLEVELAND, OHIO

Cleveland Coin Machine Exchange

100 JENNINGS IN-A-BAG VENDORS

Slightly Used, \$9.25 Each in Lots of 10. Also 10 Rebuilt and Refinished Jennings 1c Club Vendors at \$24.50 Each.

STANDARD COIN MACHINE CO.

55 E. SPRING STREET

COLUMBUS, OHIO



"JUMBO IS MY PET MACHINE; it has no match in any coin machine on the market today," declares Sam Basler, of the Mills Novelty Co.



GENCO'S POWER HOUSE

YOU'VE NEVER SEEN ANYTHING LIKE IT!
...WITH 1941'S GREATEST FEATURES NOW

Completely NEW

... incomparably THRILLING ... with-

out a doubt, the GREATEST MONEYMAKER OF ALL TIME. That's POWERHOUSE—and it's all that its name implies. Leading the field in every single territory in America—because there never has been a game half so good.

Order a quantity of this POWERHOUSE today!

\$99.50
 F.B. CHICAGO
 THE SAME EVERYWHERE

GENCO INC. 2621 N. ASHLAND AVE. CHICAGO, ILL.

BARGAIN LIST

5-BALL FREE PLAY

2 Bally Triumph	\$77.50
1 Bally Hooper Derby	49.50
1 Bally Vagon	35.50
1 Bally Pick Em	37.50
1 Bally Chevron	17.50
2 Galtberg Big Show	57.50
1 Exhibit Jumper	7.50
2 Keener Cowboy	22.50
1 Bally Gold Cup, Console	55.50
1 Bally Gold Cup, Table	85.00
1 Mills Five-in-One, F.C.	57.50

MISCELLANEOUS

2 Bally Alley, Perfect	\$58.00
1 Exhibit Bowling Alley	74.50
1 Seeburg Chicken Barn	15.00
1 Seeburg Convict	107.00

CONSOLE & AUTOMATIC PAY

2 Mills 1-2-3, Fruit Reels	\$39.50
1 Bally Royal Flush	99.50
1 Pace Royal Jr., Slug Statator, Fruit Reels	79.50
1 Kentucky Skill Time	47.50

COUNTER GAMES

10 Columbia Bell, G.A., Rear Pay-out, Gigarette Reels	Write
3 Mills Vest Pocket Ball	\$25.00
1 Columbia Bell, no J.P.	25.00

Write us for your price on any brand-new coin-operated machine that has been released by the respective manufacturer. Ask us to put you on our mailing list. 1/3 certified dividend with order. Prices above are effective June 8, 1940.

MOSELEY VENDING MACHINE EX., INC.
 60 BROAD ST., RICHMOND, VA.
 Day Phone 3-4311 - Night Phone 5-8325.

Likes Editorial "Real Leaders"

To the Editor:
 I have read with interest many of the editorials that appear in The Billboard and wish to compliment the writer on the mastery manner in which he handles this page. The editorial, "Real Leaders" (May 18), is so true and directly to the point that a copy should be sent to every newspaper of any city that starts a Blue Nose drive. It would render a real public service to the honest but gullible people, especially in the churches, who seem ever ready to criticize and condemn without thought or reason on their part, but take for granted the conclusion of some interested party who comes before them "as the wolf in sheep's clothing" or is instrumental in prostituting their own trusted leader and to cloud one issue to protect another for his own selfish interests.

I would like to change the wording of the editorial from specifying pinball games and make it general in scope to protect other forms of entertainment that come in for abuse from time to time and send a copy to some of my newspaper friends who, I believe, would be glad to receive it due to its public interest. In this way the context of the editorial would do more good because it would probably reach people for whom it is primarily intended and who never read The Billboard.

DR. THOMAS L. MILLER,
 Norfolk, Va.

REAL BARGAINS IN USED MACHINES

Paces Reels, Latest 1940, 10c, 25c	\$65.00
Paces Races, Black Cabinet, 30 Pay	42.50
Track Times, Brown Cabinet	67.50
Track Times, 1938 Model	65.00
Track Time, Red Head	35.00
Track Time, Grey Head	22.50
Galtberg Dominos, 1938 Model	72.00
Galtberg Dominos, Black Cabinet	25.00
Ray's Track	22.50
Quinella, Akarben (Multiple)	17.50
Flowers	15.00

The machines are in perfect condition, just off location.

1/3 With Order, Bal. C. O. D.
E. E. ALLEN
 1521 Monte Sano Ave., Augusta, Georgia

Inventors Meet At Detroit Show

DETROIT, June 1.—Six hundred inventors from 22 States were in attendance at the annual conference of the Inventors of America here this week. The site of the annual conference was the Tuller Hotel, which housed the convention and exhibition from Monday thru Friday.

On exhibition were 325 inventions, ranging from a patented safety pin which will not open by accident to portable air-conditioning units. Small

IT'S A HIT!

Profits Pile Up Fast With NATIONAL PASTIME

Harlich's Sensational New Baseball Board. Tickets are printed with 3-color action pictures of popular baseball stars. New big easy-to-punch, easy-to-read tickets for fast play. Action every minute! Surprise free play award feature.

Takes In	\$87.50	Aver. Payout	\$40.50	Aver. Profit	\$47.00
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No. 1833—1800 Holes

Write For Information About This and Other Profit-Makers
HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

Triumph, F.S.	\$75.00	Fellow Up	\$19.00	CONSOLES & PAYOUTS	
C. O. D.	49.50	Up & Up	19.00	Grandstands	\$75.00
Flagship	49.50	Free Races	14.00	Trustdowns	75.00
Big Six	30.50	Ritz, Like New	14.00	Hawthorns	72.50
Jumpers	32.50	Gold Cup, F.P.	89.50	Sport Pages	50.00
Rebels	27.50	Conq. F.P.	74.00	Derry Times	35.00
Toppers	29.50	Pol. Shot, F.P.	27.50	Across-the-Board	25.00
Conquest	23.00	Arlington, F.P.	25.00	Fairgrounds	22.50
Overton	24.00	Across-the-Board, F.P.	29.00	Classic	14.00
Champions	29.50	Top Em	29.00	'38 Kentucky Clubs	47.50
Aviators	22.50	Bally Alley	69.50	Dark Horse	19.50
				Panda Resumes	10.00

1/3 Deposit With Order—Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
 2618 CARNEGIE AVE., CLEVELAND, OHIO

Ups and Down in Restaurant Biz

CHICAGO, June 1.—Restaurant sales in April rose 1 per cent in the country, the National Restaurant Association reported.

But it was all because people in the East suddenly took a notion to eat out. Everywhere else in the land except in New England, the Middle Atlantic, East North Central and South Atlantic regions, cafes reported customers dropped off from 2 to 9 per cent. The NRA doesn't try any explanation of why the East suddenly rushes out to a beauty while the West decides home cooking is best.

GET IN THE "DOUGH-RE-MI"!

Oh! Johnny

The Machine That All "Bell" Operators Go For in a Big Way! Other Smart Operators Are Quick To Grab This Machine For Real "Dough-Re-Mi"!

LEADS THE PARADE OF HITS!

DRUM MAJOR

DON'T LET ANYBODY KID YOU! Drum Major Is Tops in Novelty Games Today! Plenty Ways To Win!

De Luxe GRIP SCALE

3rd Year in Steady Production—Still Going Strong! IT'S A RECORD!

Immediate Delivery on All Machines

D. GOTTLIEB & CO.

2736-42 N. Paulina Street,

Chicago, Ill.

The Machine With LONG LIFE!

SKEE-BALLETTE

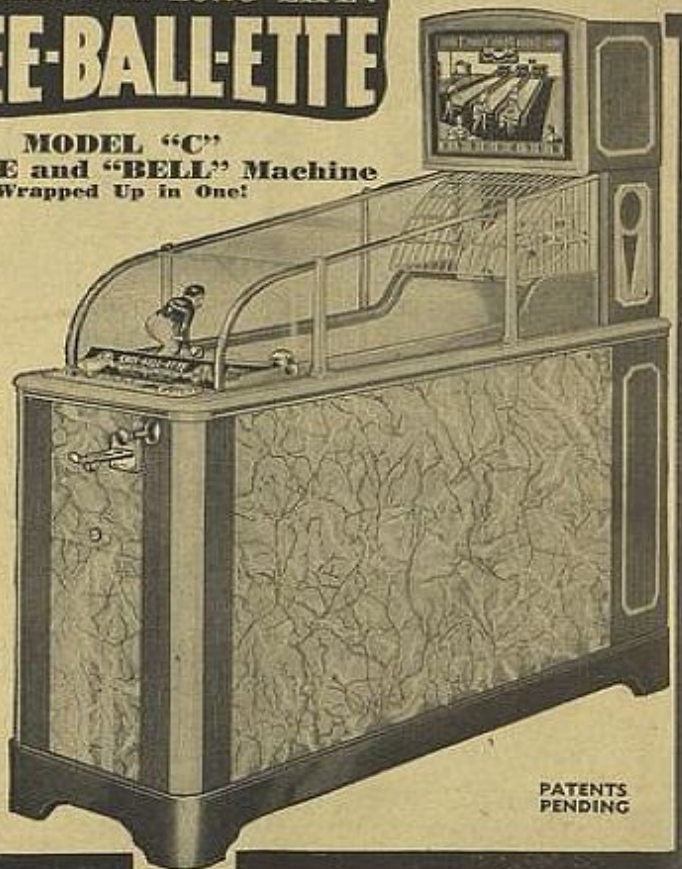
MODEL "C" CONSOLE and "BELL" Machine Wrapped Up in One!

1 to 5 BALLS

The MONEY EARNING FEATURE of our

Oh! Johnny

Interwoven with SKEE-BALLETTE!



PATENTS PENDING

You're Guaranteed 50% BACK IN 90 DAYS ONLY ON...

MARVEL

CLEAN UP with MARVEL for 90 Days!! If you then want to trade it in we'll gladly give you 50% of your original purchase in trade-in value against other equipment! TAKE ADVANTAGE OF THIS OPPORTUNITY!! ORDER NOW!!



10 FOR ONLY \$275⁰⁰ SAMPLE \$32.50

BALL GUM MODEL \$2.00 EXTRA BALL GUM

15c per Box of 100 pieces. Case of 100 Boxes, \$12.75. 1/3 Deposit, Bal. C. O. D.

QUICK! ORDER NOW!

SICKING, INC.

1401 CENTRAL PARKWAY CINCINNATI, O.

Tell the Advertiser in The Billboard Where You Got His Address.



Positively the Greatest Legal Money Making Machine in History

KEENEY'S Anti-Aircraft MACHINE GUN

MECHANICALLY PERFECT PROMPT DELIVERY. Wire or Write for Details ON TIME PAYMENT.

REX AMUSEMENT CO.

Exclusive Distributors for Central N. Y. Phone 23632 710 S. SALINA, SYRACUSE, N. Y. Phone Garfield 7780 1445 MAIN ST. BUFFALO, N. Y.

ROCK-OLA'S TEN PIN

Immediate Delivery

You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games!!

- All-Stars \$29.50
- Arrowhead 17.50
- Big Town 47.50
- Bawling Alley 47.50
- Cheerios 14.50
- Commodore 47.50
- Compo 52.50
- Europa 32.50
- Follow-Up 14.50
- Gold Cup 55.50
- Link-Gard 47.50
- Majors 16.50
- Midway 12.50

SUPER-SPECIAL
LATEST RELEASES
POPULAR F.P.
GAMES IN ORIGINAL
FACTORY SEALED
CASES!! WRITE!
WIRE! PHONE FOR
OUR PRICES!

- Mr. Chips \$34.50
- O'Boy 49.50
- Ocean Park 26.50
- Rocky 35.50
- Score Card 52.50
- Speedy 12.50
- Sports 34.50
- Stop & Go 14.50
- Super Six 49.00
- Thriller 23.50
- Twinkle 22.50
- Variety 22.50
- BALLY ALLEY 54.50

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2654.

BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS

All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations.
Write: Badger's, Last Models
Rock-Ola 1939 De Luxe Write
Rock-Ola 1939 Standards Write
Seeburg 1938 Regals Write \$73.50
Seeburg 1938 Regals Write
Rock-Ola 1938 Monarchs Write
Wurlitzer G16, Jacob's Grills Write
Write for Our New Catalog Showing More Than 900 Reconditioned Machine Bargains. Send for Free Copy Today.

BADGER NOVELTY COMPANY
2646 N. 30TH STREET, MILWAUKEE, WIS.

WEEKLY SPECIAL!

- Seeburg Selectophone \$ 15.00
- Seeburg A & B 19.50
- Mills Dance Master Deluxe 18.00
- Rockola 16 34.50
- Rockola Imperial 20 59.50
- Wurlitzer P-12 22.50
- Seeburg Rex 85.00
- Seeburg Royal 110.00
- Seeburg Gem 184.50
- Seeburg Regal 155.00
- Seeburg Casino 199.50
- Seeburg Plaza 149.50
- Seeburg Mayfair 169.50
- Seeburg 1939 Vogue Marble-Glo 195.00
- Seeburg 1939 Classic Marble-Glo 199.00
- Seeburg 1939 Classic Walnut 189.00
- Rockola 12 Regular 22.50
- Seeburg Chicken Sam with Base 124.50

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave., MILWAUKEE, WIS.

MILLS PHONOGRAPHS CONSOLES BELLS TABLES

KEYSTONE NOVELTY & MFG. CO.
25th & Huntington Sts., Philadelphia, Pa.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

COIN MACHINE NEWS

READ THE BILLBOARD EVERY WEEK

Evans' 1940
LUCKY STAR

**THOUSANDS
 PROCLAIM IT
 THEIR Best Bet!**

Smart operators call it "the luckiest buy" in the industry . . . a streamlined 7-coin money-maker at the low price of a single-coin machine! The modern version of the original Dewey machine, lightning fast, tensely exciting. From 1 to 7 colors may be played at once. Highest payouts of any machine of its type — up to 50-1! Equipped with Evans' famous BVP-proof 7-coin head.

**Order Lucky Star today!
 Get the Dope on
 Evans' TEN STRIKE!**



H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

C'mon in and let us demonstrate our Remote Control Wall and Bar Box as used with Mills Empress in our New York City and Newark offices.

George Ponsler

P. S.: (Complete hookup in Albany and Syracuse next week)

WE GROW Because Our PRICES are LOW

*** BARGAINS GALORE ***

PHONOGRAPHS
 75 Wurlitzer 616A's (with Grills)
 3 Wurlitzer 400s
 4 Wurlitzer 300s
 4 Wurlitzer 24s
 12 Rockola DeLuzes
 And Others at Low at \$35.00

SLOTS
 50 Double Jackpot Slots—Mills, Watling and Paces at \$12.00 and Up.

LEGAL EQUIPMENT
 25 Rockola World Series Baseball Games
 35 Seaburg Chicken Sams
 40 Bally Allys
 25 Evans 10 Strikes
 8 West Baseball Games

COUNTER GAMES
 Over 100 Counter Games in 8-1 Condition. Fine Appearance and Ready to Operate at \$2.50 Each and Up.

CONSOLES
 4 Mills Square Belts
 6 Liberty Bells
 5 Track Times
 3 Tanforan
 4 Bally Bells
 3 Flashing Thru

YOUR USED EQUIPMENT ACCEPTED IN TRADE

AND MANY OTHERS—WRITE FOR OUR COMPLETE LIST

GRAND NATIONAL SALES CO. 2304 W. Armitage Ave., CHICAGO, ILL.

COLOR

The Empress and Throne of Music make possible at least a dozen different colors or combinations of colors in phonographs. The average phonograph now in the average location is red with Walnut Color Cabinet. The ordinary red phonograph has become so much of a fixture that the average patron of the location now takes it for granted, no longer notices it, passes it up most of the time.

Change this old-fashioned red phonograph to a brand-new Mills with a snappy, startling new color. Now the patron's eye is captivated by the change, pleased by the new effect, his hand goes into his pocket—and the Mills phonograph starts earning about 25% more money than the old red one it replaced.



MILLS EMPRESS

COLOR WINS LOCATIONS

Bally's
MASCOT means good luck!
Biggest novelty collections since Bumper!



1200 NET
IN ONE DAY!

ACTUAL REPORT



MASCOT gets the play by 4-ways-to-win appeal! Two high-score winners—Futurity Awards—and the new Mystery-Mascot feature, a clever combination of MYSTERY AND SKILL! Fast SPIRAL BUMPER action . . . skill shots . . . plenty of exciting surprise hits . . . and dozen of other play-getters . . . all combined in one sensational game!

GET LUCKY!
GET MASCOT

QUICK CHANGE FROM
FREE PLAY TO NOVELTY

GLAMOUR

Fastest Money-Maker
in HI-SCORE class

Cash-box evidence from locations in every section of the country prove GLAMOUR today's best bet in high-score class. Get your share of the big GLAMOUR money—get GLAMOUR today!

ORDER NOW FROM
YOUR JOBBER



ALSO IN PRODUCTION: BALLY ALLEY, BULL'S EYE, SPORT KING, SPORT SPECIAL, ROYAL DRAW
BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO, ILLINOIS



**BERT
LANE
Says:**

EVERYONE IS
GRABBING GENCO'S
NEW

POWER HOUSE

. . . Because it **OUT-
EARNS, OUT-PLAYS,
OUT-THRILLS** any
game ever built!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

FOR SALE

5 Bally Alley, Like New, \$75.00 Each,
Juniata Cigarette, \$70.00 Each.

Montgomery Amusement Co.
MONTGOMERY, ALA.

Send Your Correspondence to Advertisers by Men-
tioning The Billboard.



Keeney's
**ANTI-AIRCRAFT
MACHINE GUN**
FASTEST LEGAL
MONEY-MAKER
IN HISTORY!

WRITE FOR FULL
DETAILS AND TIME
PAYMENT PLAN
NOW!

Exclusive Distributors for New
York, New Jersey and Connecticut

SIMON SALES, 437 West 42nd Street, N. Y. C.



Keeney's "POSITIVE
PERFORMANCE" Wall
Box System. Adaptable
to all makes and models.
Eliminates replacement of
photograph. WRITE
FOR FULL DETAILS
AND TIME PAYMENT
PLAN!

FREE PLAYS	SPECIALS	FREE PLAYS
Big Six \$27.00	Even Ten Strike . . . \$110.00	O'Boy \$49.50
Thriller 19.50	Bally Alley 38.00	Score Card 59.50
Big Team 55.00	R. B. T. Challengers . . 14.50	Supercharger 32.50
Big Show 55.00	Soborg's Chicken Sam 75.00	Twinkle 14.50
Super Six 50.00	Exhibit Vitrals 59.50	Spotless 14.50
Follies 42.50	NOW DELIVERING TO BASEBALL GUM VENDOR Keeney's Anti-Aircraft Machine Gun	Triumph 49.50
C. O. D. 37.50	Western's 1940 BASEBALL Machines Gun	Up & Up 2.50
Home Run 32.50	WRITE FOR PRICES!	Conynadore 47.50
Lucky 14.50		Dandy 35.00
Hold Tight 14.50		Scoop 35.00
Steady 39.50		1/3 With Order, Bal. C.O.D.

SAVOY VENDING CO. 651 ATLANTIC AVE.
BROOKLYN, N.Y.

All Games Guaranteed

7-Day Money-Back Guarantee
EXTRA SPECIALS

Bally Alley (1940).
Like New \$44.50
Exhibit Bowling Games
(Free Play, High Score) 50.50
Exhibit Congo 57.50

FREE PLAY
Bally Victory \$57.50
Bally Europa 34.50
Bally Derby 22.50
Bally Pickem 32.50
Exhibit Conquest 27.50
Genco Follies 32.50
Stoner Fantasy 32.50
Keeney Big Six 32.50
David Parachute 27.50

NOVELTY GAMES
Bally Chevron \$14.50
Bally Fifth Inning 14.50
Bally Darts 14.50
Bally Variety 17.50
Genco Airport 12.50
Genco Mr. Chips 22.50

Terms: 1/3 Deposit With Order.
AXJAX NOVELTY CO.
M. Y. BLUM V. CHRISTOPHER
J. A. PASSANANTE
2707 Woodward Ave. at Spruill St.
DETROIT, MICH.
Phone: GADette 1761

SPECIAL FREE PLAY GAMES AT \$47.50 EA.

ROXY	OH BOY	PUNCH	FOLLIES
Big Town \$47.50	Super Six 47.50	Conynadore 47.50	Scorecard 47.50
Bowling Alley \$49.50	Lucky 34.50	Pet Show 34.50	
Fantasy 34.50	Range 29.50	Warrior 29.50	
Sport 34.50	Thriller 29.50	Major 19.50	
Champion 34.50	Spotless 45.00	Alfa 19.50	
Big Six 20.50	Major 19.50	Home Run 64.00	
Airport 20.50	Alfa 19.50	Gold Cup 70.50	
All Baba 35.50	Home Run 64.00		
Twinkle 14.50	Gold Cup 70.50		
Major 19.50			
Alfa 19.50			
Home Run 64.00			
Gold Cup 70.50			

FIVE FREE GAMES FOR \$97.50—\$14 PLAN
GAMES FOR \$40.50.
Write for List. Send 1/3 Deposit With Order.
LEHIGH SPECIALTY CO.
2nd & Green Sts., PHILADELPHIA, PA.

I. L. MITCHELL & CO.
OUR GAMES ARE PERFECT!
BIG SIX (F. P.) \$29.50 SUPER CHARGER (F. P.) \$32.50
FLAGSHIP (F. P.) 35.00 C. O. D. (F. P.) 37.50
Write for Complete List! PHONE: GLENMORE 2-6450.
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N.Y.

WANT
By leading Northern Ohio Distributor, A-1
Mechanic. Must be experienced on Late Free
Play, Conquest and Music. None other need
apply. State full particulars and references in
first letter.
BOX D-277, care The Billboard, Cincinnati, O.

ROCK-OLA'S dial-a-tune



Rock-Ola's Dial-A-Tune Remote Control. Wall space required 12 x 8 1/2 inches. Depth 4 inches.

Rock-Ola's Dial-A-Tune Remote Control. Takes small coin bar. Only 7 1/2 inches high.



the perfected

Remote Control

Rock-Ola's perfected Remote Control saves you installation time, eliminates excessive servicing and satisfies your locations. Dial-A-Tune is the result of strict engineering standards which assure you of accurate, dependable performance. Some of the unique and valuable money saving features of Rock-Ola's Dial-A-Tune Remote Control are as follows:

SIMPLICITY—Easy to understand. Simple to install. It is not necessary to rip out molding and plaster or tear out walls and baseboards to install Dial-A-Tune. Furthermore, Rock-Ola's 20-volt cable is heat and moisture proof. No fear of fire hazards with Rock-Ola Remote Control Installation as with higher voltage lines. Each adapter has fifty feet of 5-wire cable attached and every Wall or Bar Box comes with six feet of 5-wire cable including a T-junction block. Don't take chances with inferior engineering standards. Save yourself time, trouble and expense. Install perfected Dial-A-Tune in your choice locations.

ACCURACY—Takes real money only. Dial-A-Tune is equipped with the same drop style 99% slug-proof coin chute as on the Rock-Ola Luxury Lightup Phonograph. With Dial-A-Tune it is impossible for a patron to lose a selection on phonograph. The Wall or Bar Box, however, does take precedence over the plays stored up on the phonograph.

EFFICIENCY—Dial-A-Tune is equipped with a simplified and easy to change program holder. Title slips are replaced with ease and speed. A real time saver. Cheating and tampering has also been eliminated. An ingenious wire arrangement makes it impossible to secure free music by the use of pins or knives.

DOUBLES AND TRIPLES EARNINGS—Dial-A-Tune is the last word in Remote Control Installations. Works like a dial telephone. It's a pleasure for patrons to insert their coin and dial-a-tune. Modernly styled with beautiful Luxury Lightup Design. Dial-A-Tune with the handy telephone dial selector is stimulating play wherever installed.

For a profitable, easy-to-install and easy-to-service Remote Control installation—choose Dial-A-Tune. It's the best!

Rock-Ola MFG. CORPORATION, 800 N. Kedzie Ave., Chicago

THERE'S ALWAYS A CROWD AT THE BAR

... and they're always in the mood for **WURLITZER** music



THE ONLY WIRELESS BAR BOXES THAT ENABLE YOU TO SELECT EVERY RECORD ON THE PHONOGRAPH

All three Bar Boxes illustrated below have illuminated dials, full 24 record selection, are finished in attractive walnut burl and silver crinkle with red plastic dial knobs.

Each clamps on bar, counter or soda fountain without mutilation.

* All may be readily converted from wireless to 2-wire if and when desired. Model 330 has coin entry, magnetic coin selector and 24 record program selector at either end. Models 331 and 332 are single units.



BAR BOX 332



BAR BOX 330



BAR BOX 331

Cash In AT THIS POINT OF GREATEST TRAFFIC WITH **WURLITZER** Wireless BAR-BOXES

Right on the bar—where traffic is heaviest—where people are in the mood for music—where the bartender is constantly handing out small change—that's where Wurlitzer Wireless Bar Boxes go!

No wonder an immediate increase in phonograph earnings follows their installation. Ready for immediate delivery, get them working and earning for you now!

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Que., Canada.

A Name Famous in Music for Over Two Hundred Years.

WURLITZER

Wireless BAR-BOXES

MAKE WURLITZER AUTOMATIC PHONOGRAPHS EVEN MORE PROFITABLE TO OPERATE

SOLD ONLY TO MUSIC MERCHANTS